

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LX.

NEW YORK, SEPTEMBER 4, 1907.

NO. 10.

A certain sewing machine manufacturer sought our aid. Our plan got, as agent, a good dealer in each town, secured, in satisfactory time, public demand, and the dealer's aid.

This particular plan, suitably modified to fit your business, will get one dealer in each town, and it will get the one best one.

CONVERSE D. MARSH,
Chairman Executive Committee,
THE BATES ADVERTISING COMPANY,
15 Spruce St., New York.

The Explanation is—new methods.

THE ADVERTISER, OR THE AGENT,

Who is going to prepare lists and estimates for the Fall campaign will find Rowell's American Newspaper Directory for 1907 a mighty handy, practical and economical assistant.

¶ Nearly 23,000 newspapers, magazines and periodicals revised to date. ¶ If you estimate with Rowell's Directory, you estimate on the safe side. ¶ Send in your order NOW. ¶ Every advertising agent—every advertiser who spends as much as five hundred dollars a year in general advertising—every maker of material and supplies used in a publisher's office—and every firm who has occasional use for a partial or a complete list of newspapers, class papers and magazines published in the United States or Canada—ought to buy a copy of this Directory.

Cloth and gold; 1,560 pages. \$10 net
cash, sent prepaid.

***The Printers' Ink Publishing
Company,***

10 Spruce St.,

New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LX.

NEW YORK, SEPTEMBER 4, 1907.

No. 10.

KEEPING STOCKS LOW.

HOW THIS ESSENTIAL OF SUCCESSFUL RETAIL STORE MANAGEMENT IS ACCOMPLISHED THROUGH THE CO-OPERATION OF THE MERCHANDISING AND ADVERTISING DEPARTMENTS—BY ITS CLOSE OBSERVATION THE SMALLER STORE IS ABLE TO COMPETE EFFECTIVELY WITH ITS LARGEST RIVALS.

II.

The preceding installment of this article, published in *PRINTERS' INK* for August 28, was devoted to a consideration of the difficulties which the small merchant in a large city encounters in competing with his larger rivals. Chief among these difficulties, as pointed out in that installment, are high rentals, high advertising rates and limited purchasing capacity. To afford a concrete example of just how these negative influences operate in actual business and how they are overcome by skillful management, Ernest Gilmore Gardner was interviewed, advertising manager for A. I. Namm, a comparatively small department store of Brooklyn, N. Y. Having discussed at length the general advertising policy of his house, Mr. Gardner was questioned as to the apportionment of his total advertising appropriation among the various departments. His reply, which contains in effect an excellent outline of the merchandising system of his house, forms the substance of this installment, and should be of much interest to every retail merchant. Mr. Gardner said:

"This is one point wherein our system is unlike the advertising policy of many houses, where each

department is allowed for advertising a certain fixed appropriation amounting to not more, and in many instances less, than three per cent of the total sales in that department. In these houses the figures are given out each month and are based upon the business of the same month for the preceding year. With us the percentages are given out each week, and this is considered one of the strongest points in favor of our system, as it is an effective preventive against any of the buyers either overbuying or advertising to too great an extent. It also enables them to see at a glance just where they stand. In one large store I have in mind, detailed percentages are given out but twice a year. It must be evident that under this procedure there is, theoretically at least, and so far as buyers are concerned, a lack of that exact knowledge which is so essential to the most efficient work in any line of business. This was one of the main points considered by the management in devising our present system. Doing business under the stress of such keen competition as exists here in Brooklyn, we can not allow very much capital to remain tied up in "dead" merchandise for any length of time. Stocks must be kept moving, and upon each move must be realized a fair percentage of profit; that is the mainspring of our methods, the keynote of our success, and a further analysis of our system will show how we are accomplishing this end.

"Everything here is conducted on a percentage basis. Each department is charged for general business expenses a certain per-

centage of the gross sales. This is, I believe, the system obtaining in most stores, though the actual percentage varies according to conditions anywhere from twenty to thirty-five per cent.

"In the first place, all goods that come into the house are immediately charged seven per cent. Thereafter all calculations in which the cost of merchandise plays a part are based upon the actual cost of the merchandise plus this seven per cent, the actual cost being entirely lost sight of. In this way the house effectually insures itself a pure net gain of seven per cent on all goods handled. There can be no dropping, no reductions below this fictitious cost.

"Now we have found that it costs us twenty-three per cent to do business; that is, the operating expenses of the store is twenty-three per cent expense. This twenty-three per cent is distributed among certain fixed charges, as depreciation of stock, delivery, light, heat, rent, "dead help," etc., which generally amount in all to about ten per cent, leaving the remaining thirteen per cent to be devoted to the variable expenses of every department store, which are advertising and labor.

"Every department is not charged with fully twenty-three per cent, as it naturally costs a great deal more to do business in some lines than in others. Cloaks and suits, or piece goods, for example, may be sold and delivered under a lower percentage of operating cost than can groceries. But the general all around average in our store amounts to about twenty-three per cent of the gross sales.

"Outside of this twenty-three per cent, no provision is made for profit, the house satisfying itself with the original seven per cent addition to the net cost at the start. Each department head can make a greater profit than this, however, by juggling its appropriation of thirteen per cent for advertising and labor. If he can keep his clerk hire down to, say, five per cent of the gross

sales, a generally accepted average, he will have eight per cent to devote to advertising. But if his labor costs him from eight to eleven per cent, his advertising must be cut down proportionally. If both advertising and help are kept below the appropriation, all that is saved goes to the credit of his department, and in this way he can show a greater return to the house than the stipulated seven per cent.

"The motive of the system is to keep stocks always in motion, and the idea of this is not solely to keep abreast of styles and maintain only fresh, presentable merchandise, but upon it must depend the ultimate success of the house. Granted, seven per cent clear per annum would hardly be a sufficient return to induce any merchant to risk his capital and expend his energies in business. An investment in the stock of almost any live corporation yields a greater dividend than that and without its attendant risks. But we must remember that this seven per cent profit is made on every turn of stocks, and no store, no matter how unprogressive it may be, fails to turn its stocks at least several times a year.

"For the purpose of exact demonstration, let it be assumed that a stock is turned entirely on an average of six times a year. This is a fair average for live stores near the big retail markets. Some New York stores turn their stocks as often as once a month, though, for stores in the West and South, perhaps four or five times complete turns a year would be a better average. Now, supposing that the buyer expended his entire appropriation of twenty-three per cent and sold his stock at its marked cost, his business would show a net profit of seven per cent on each turn, and if six turns are made during the year, an annual profit of forty-two per cent. If this buyer had succeeded in keeping his clerk hire down to five per cent and his advertising also down to an average of five per cent for each month, there would be re-

(Continued on page 6.)



In the past ten years many specialties have been successfully advertised, such as, to mention only a few, fancy hat bands, push-pins, garters, special underwear and safety razors.

The first man in a specialty field has an advantage. There is no competition, and so he can develop gradually, whereas his competitors must, in most cases, begin with a liberal capital.

Furthermore, the first man gets such a head-start and so covers the market that his supremacy generally lasts.

THE LADIES' HOME JOURNAL, with its six million readers, is capable, single-handed, of waging an impressive campaign for any suitable specialty.

Does your line include some article which might be so advertised?

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

maining three per cent each month from the regular thirteen per cent allowed for these expenses to be credited to his department. In one year this saving would amount to thirty-six per cent, which, added to the forty-two per cent, as figured out above, would represent a clear profit of seventy-eight per cent for the year. By shrewd buying and closer economies, even larger profits than these can be made."

From this analysis and these figures, it is apparent that such a system of close profits as outlined above is feasible only when stocks are kept low, not necessarily incomplete, but in such a condition that accumulations of old goods or duplication of orders are impossible. No matter what his opinion of this particular system may be, every merchant will agree that the essence of good merchandising lies in keeping stocks low. And it is not a failure of belief in this principle that stocks are not more commonly kept low but an apparent impossibility to keep them in that ideal state.

A further consideration of this system leads to the opinion that the principal factor in its success lies in the weekly distribution of percentage sheets. These sheets, in the houses which have adopted the system, are gotten out very fully, setting forth exhaustive data on every phase of the business, such as the state of stocks, sales, amount of "help" expenses, advertising and other variable figures compared with those for the same week of the previous year. These weekly sheets are generally prepared in the general office and distributed each Monday morning among the buyers, a full set going to the merchandise manager and a summarized sheet to the advertising manager. The value of such fresh, detailed data to the former needs no exposition. To the advertising manager, it supplements, as a basis upon which to plan present campaigns, the ads of the corresponding period of the previous year—which represent to many advertisers the only adequate guide to present activities—en-

abling him to adapt to existing conditions the advertising policy of the house in previous years.

If, for example, a department which had done well the year previous on considerable advertising was now doing poorly upon less advertising, the plain conclusion would be that more advertising was needed. But if a department had done well upon little advertising and was now failing to show satisfactory results upon a greater volume, attention should be directed to the nature of the copy, a more forceful style being employed. Again, if goods were inclined to hang, special attention should be devoted to the end of reducing stocks. If after a week or two of such special treatment the ailing department failed to show a proper response, the advertising and merchandising managers could hold a conference to analyze the trouble and prepare plans to immediately remove the cause. In such conferences the weekly percentage sheets would be found of incalculable value.

A store, under such a system in perfect operation, should become as easily manageable and as immediately responsive as a machine, and no department could continue to show poor sales returns for any length of time without becoming the subject of keen scrutiny. With such a complete, mutual understanding between merchandising and advertising managers and buyers, arising from the weekly distribution of these percentage sheets, there could hardly fail to be a unity of purpose, with all its attendant advantages.

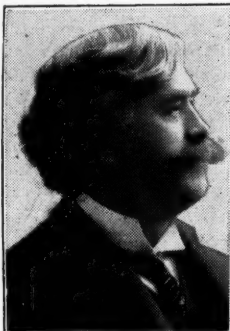
ALPHONSUS P. HAIRE.

"Show me the business man who gives no thought to his business, who neglects his trade or technical journal and remains in ignorance of the important things going on in his line, and I'll show you a man who trusts somebody to do these things for him, or who will have some vain regrets when he wakes up."—*Master Printer.*

TRAIN TIME.

A Kansas editor, since the ruling of the interstate commission cut off his pass, has dropped the time table from his paper and prints this line: "Trains are due when you see the smoke!"

190,000 Farm Circulation, HEAPING MEASURE, FOR 60 CENTS A LINE.



*The Pierce Weeklies,
the Greatest of all
Bargains in
Agricultural Adver-
tising.*

The **PIERCE WEEKLIES** continue to be the greatest localized advertising proposition in the United States. They offer the advertiser, for 60 cents per agate line, 190,000 farm circulation in the great, rich States of the Middle West—covering in a most complete and satisfying way, Iowa, Illinois, Nebraska, Wisconsin, Minnesota, North and South Dakota, Missouri, Kansas and Oklahoma. The **PIERCE WEEKLIES** have not—and cannot have—any duplicate circulation. They are, in themselves, a magnificent medium for trying out agricultural advertising, which is the great, uncultivated field of publicity; rich, unspoiled and as yet only half worked. The **PIERCE WEEKLIES** are **The Iowa Homestead**, Des Moines, Iowa, circulation 100,000; **The Farmer and Stockman**, Kansas City, Mo., circulation 56,000; and **The Wisconsin Farmer**, Madison, Wis., circulation 34,000. These circulations are sworn, guaranteed, and made part of every advertising contract, enforceable in the courts.

There are five **PIERCE PUBLICATIONS**, the two others being **The Homemaker** (monthly), Des Moines, Iowa, circulation 120,000, and **The Farm Gazette**, Des Moines, Iowa, circulation 60,000. Display space in the five (total circulation 370,000), \$1 per agate line, flat.

THE PIERCE PUBLICATIONS,
Central Office: Homestead Bldg.,
DES MOINES, IOWA.

BEER, BEER, GLORIOUS BEER.

An interesting beer campaign now running in Chicago street cars is that for Cooke's Special Beer, made by the Cooke Brewing Company, Chicago. Newspaper advertising undertaken by this brewery had been unprofitable, probably owing to indifferent copy. Mr. Cooke became interested in the claims made for street-car efficiency by the Street Railways Advertising Company, New York, and the latter concern's

them that he had such a beer, thoroughly fermented and conscientiously aged. It only remained to put this fact before the public in a way that would be new and perhaps even startling. So "Can't" was printed in capitals, in red ink, on every card, together with explanations as to why Cooke's beer couldn't—full fermentation and ageing by a special process. In addition to these anti-bilious qualities, the ad-sharps have played up the full-rich-mellow flavor and the creamy foam. This copy is said

There! The cap's off.
The bottle is opened. Pour out the golden liquid. See the creamy foam rise.
Taste the mellow rich full flavor.
It's the result of complete fermentation. It **CANT** ferment in your stomach.



Pour out our beer.
Taste the full, HOF flavor.
That's one reason why our beer is so beautiful. Another is this: It is thoroughly fermented by a special process before bottling. It **CANT** ferment in your stomach.



delicious beer—
adness! What's that?
Ours. Fermentation is completed in the brewing. A special process does it. It's a perfect health beer and—
it **CANT** ferment in your stomach.

Cooke's Special Beer

Cooke Brewing Company,
Cottage Grove Avenue Phone Calumet 298

Cooke's Special Beer
Cooke Brewing Company,
27th Street and Cottage Grove Avenue Phone Calumet 298

COOKE'S SPECIAL BEER
(Bottled)
Cooke Brewing Company,
27th St. & Cottage Grove Ave. Phone Calumet 298

copy department felt confident that, if the brewer would tell all about his product, some cards of genuine pulling power could be designed. Mr. Cooke told everything he knew, going over details of ageing, imported hops, pure water, cleanly processes, etc. Ageing struck the street-car men as the vital point, and to make it emphatic they adopted the word "Can't," making that the basis of all statements concerning the maturity of this special brew, and the claim that it will not ferment in the stomach. If thousands of persons who now avoid beer because of its ill effects on digestion could be absolutely certain that no discomfort or acidity would follow the use of a given brand, the sale of such a beer, under its label, could be widely increased. So reasoned the copy men, and the brewer assured

to be producing gratifying results.

A MEDIUM that is proving of interest to advertisers who plan to reach the farmer and his family, is the *National Farmer and Home Magazine*, published at Augusta, Maine. The September issue contains a large amount of matter that is of interest to the entire farm household. The publishers are sending out a circular descriptive of the classified advertising service of the paper.

EVEN if your article is different, if it is meritorious, give it a trademark that will distinguish it from the common rabble. Tell the public why it is deserving of their patronage and when the public get familiar with it, as they soon will if it is properly advertised, watch your sales grow.—*Agricultural Advertising.*

If a man fished for business as persistently as he sits in a boat and trolls a line while on his vacation, he would have nothing to say about the coming of hard times.—*White's Class Advertising.*

What Makes Real Results in Magazine Advertising?

The reputation of having been in business for a hundred years? Or results that you can put your finger on?

Everybody's Magazine

brings results that you can put in the bank. That's why it's called the

"Result-Giver."

Have you made up your list? Time flies!

Robert Frothingham

ADVERTISING MANAGER,
Union Square, New York.

W. R. EMERY, Western Mgr., Marquette Building, Chicago.

BETTER PAPER AND BETTER POSTING.

A NEW VIEW ON THE QUESTION OF MAKING BILLBOARDS ARTISTIC—LITHOGRAPHERS SAY THAT AN ARTISTIC POSTER NEEDS CAREFUL BRUSHWORK BY THE BILLPOSTER—\$2,640 FOR A THOUSAND POSTERS IN SEVEN COLORS AND GOLD.

A view as logical as it is novel was thrown on the subject of artistic posters at the recent convention of billboard men by Albert de Montluzin, manager of the United States Lithograph Co., Cincinnati. It has been held by the billposters that most of the popular outcry against the boards would cease if posters could be made more artistic. That put the burden of reform on lithographers and artists. Now Mr. Montluzin, as a lithographer, comes back at the billposters, and while admitting that posters cannot be too artistic, shows that lithographers and designers are willing to make posters as good as any advertiser will pay for, and that the advertiser will undoubtedly pay for the best if the billposters will post with a dry brush, thus preserving color values in the paper:

We began from the very beginning of our career to preach good designs, good paper and permanent inks. We have never, excepting in a very, very few cases shipped a commercial poster which was not pasted rain-lapped. There is a possibility and a great probability of selling a better class of posters than is being used on your boards to-day. Years ago one-and-two-color bills were being used by circus and theatrical enterprises. A four-color bill was an absolute luxury. Some twenty years ago when Mr. W. W. Cole placed an order for 1,000 100-sheet bills in four colors at 10c. per sheet, making \$10.00 a bill, the circus world said he was crazy. His bank account to-day rather disproves this.

Why were cheap posters used in those days? Was it because the lithographers did not know the art as they do to-day? No, gentlemen, absolutely no. It was in the days of fourteen and eighteen color chromos. It was because the billboards were not adequate; it was because you could not handle the printing in a manner which was sufficiently satisfactory to encourage the showmen to invest that much money in advertising. They knew they would have to paste it on old boards, on barns, fences and sometimes even on the side of a southern

mule. As soon as you equipped your plants for the better handling of posters, you were given better posters. The evolution kept up and kept up until to-day we occasionally have a very fair poster on the boards, but what is the commercial advertiser doing in other directions? He is using window lithos. in from six to fourteen colors and paying 7, 8, 10 and 15 cents per sheet for them, and he is buying these lithos. in 10-, 20- and 30-thousand lots. Why does he buy such high-class advertising in such great quantities for the windows? For the reason, gentlemen, that he feels he can put them up and they will not be obliterated and their artistic effect, and consequent advertising value, ruined with a paste brush.

It is possible to sell this same high grade paper for the boards, because every advertiser recognizes that a sheet on the boards is as good and better than a sheet in the window, for the reason that he can obtain on the boards cumulative force which he cannot get in a store window, and I don't know the advertiser who would not prefer to use a 16-sheet in ten colors on the boards to sixteen 1-sheet in windows—but he will do this only providing he feels that that poster on the boards will have the same respect and the same protection.

I have taken the liberty, as a convincing argument of what is possible, to bring to you a 24-sheet poster which we made for Mr. Charles B. Hanford, printed in seven colors and gold. Mr. Hanford's personal representative, I understand, called on the billposters in every town that he played and offered to give them two or three, or four or five of these posters, if they would agree to paste them with a dry brush, and these billposters, in their wisdom, recognizing the advantage of having such posters on their boards, readily agreed. We received from Mr. Hanford ninety-two newspaper comments on this poster, and he writes us that this year was the greatest he ever had and that he attributes a great deal of his success to the quality of his advertising. As a matter of information, I want to cite that Mr. Hanford paid us \$2.64 apiece for those posters or \$2,640 for 1,000, and that he has already given us an order for another poster along the same lines for next season's use. You may take the position that this is no criterion for commercial posters, but you are mistaken if you say that—and the proof is that the commercial man who is buying posters in two, three and four colors is paying three hundred times the price he pays you, per square inch, for a colored page on the back of the magazine.

Take the shoe man that puts a four-color 8-sheet on the boards and examine the 1-sheets he has in his stores. You find them in 12, 14 and 16 colors. Why? Because they are not defaced. The application of the paste brush on the face of a poster was all well and good, gentlemen, when billposters were known as "bill sticks," when they were recognized as such and when they deserved such a

name, but that is past history. To-day billposting forms a great reputable solid institution which is developing continuously, and unless it develops in quality consistently with development as to size, something is going to break. I feel that the only way to fight the people who find objections to the billboards, or rather to the posters, that are on the billboards, is to give them such good posters that they will stand in admiration and support of the billboards, that they will delight at the sight of them, that they will look for new posters, that they will want to buy them, that they will not feel ashamed to see their names as manufacturers displayed on those boards, that there will be no semblance to cheapness to these boards. The way to attain this then is to make it possible for the printer to encourage his artists in classic and more elaborate designs, to encourage that same printer to employ better artists, and the way to encourage him is to cause a market for them by encouraging a buyer—but so long as you persist in defacing a poster, regardless of its quality, with a paste brush, just so long will it be impossible for the best poster salesman in the world to sell a high-class poster—and that should appeal to your reason. Would you, yourselves, for the advertising of your own business invest in a high-class poster at the rate of 8 or 10 cents per sheet, and yet you ought to be the warmest believer in posters, but would you do it? And why wouldn't you do it? Simply because you know that the day it went up you absolutely deprived it of its finer qualities.

Is the posting of a poster with a dry or wet brush, but without paste on the face, more expensive than the amount of labor involved in one which is posted with paste on the face? Experiments which we have made in that direction lead us to believe that it is not. We have a big billboard display on our private board in Cincinnati right now which has been up since the first of May. This board is a wooden board and I must say that the display is still in perfect condition, with the exception of a few little tears, notwithstanding the fact that we have just gone through a very rainy season. This display was put up with a dry brush and in consequence no renewals have been necessary for sixty days. We have on previous occasions pasted one-half of the board with paste on the face and one-half without, and we have discovered to our absolute satisfaction that paper pasted with a dry brush will stay up longer than the other. Therefore, the little additional labor which is involved in the first posting is more than made up by the number of renewals which would be necessary if it were posted as you are now posting paper. Theoretically, this is very easily explained. Paste has a tendency to draw as we all know and it will draw with greater power and to a much greater extent when exposed to the sun. This, therefore, has the effect of curling the sheet outward, away from the board, and the first rain that comes along does the work.



A substantial circulation of 157,629—30 years growing—is what The National Farmer now offers in classified advertising space at 5 cents per word.

It reaches prosperous farm families from Maine to California.

For copy of paper and further information address Advertising Dept.,

The National Farmer,
Augusta, Maine.

FRANK H. THOMAS,
Chicago Office,
1635 Marquette Bldg.

FRED H. OWEN,
New York Office,
1105 Flatiron Bldg.

THIRSTING FOR ADVENTURE.

The following advertisement appeared in the columns of an English morning paper:

"Young gentleman, first-class public school education, well-trained and skilful chemist and physicist, careful, intrepid, quick, self-reliant, is prepared to fill any dangerous position. Absolutely no fear of death. More dangerous the better. Highest testimonials and references."

Some curiosity is felt regarding the reckless youth. Perchance he is married to a suffragette.—*Exchange.*

IMPROVED IT.

Fair Visitor—So you have really decided not to sell your house?

Fair Hostess—Yes; you see, we placed the matter in the hands of an estate agent. After reading his lovely advertisement of our property neither John nor myself could think of parting with such a wonderful and perfect home.—*White's Class Advertising.*

ONCE an advertiser always an advertiser is the penalty a man must pay who once puts his hand to the plough.—*From Cos, a house-organ issued by Cosmopolitan Magazine.*

THERE may be nothing in a name—until it is advertised.—*Advertising Chat.*

STILL IN THE NEOLITHIC AGE OF ADVERTISING.

It's comparatively easy to persuade a business house to believe in advertising, and induce it to make an advertising appropriation, and even to use some judgment in actual advertising operations.

Bringing the average firm or corporation to regard advertising as an integral part of the business, however, is not so easy.

There is a well-known manufacturing concern in the East, making goods that have been on the market for years. A vast trade was built up by this concern long before it ever spent a cent for advertising. Then an advertising appropriation was set aside one year, and placed in charge of an officer of the company, and because the directors had made this appropriation once, they continued to make it every year. The officer in charge undertook each spring to spend it as fast as possible, until it was all gone, and the responsibility off his mind, leaving him free to take up what he regarded as legitimate business. Solicitors with the best stories got most of the money, and it was scattered far and wide in all kinds of mediums. The solicitors wrote most of the copy, or else the company's letterhead was handed out in lieu thereof.

After some years of *this*, the company found it ought to have an advertising manager. So one was hired. He was a pretty capable one, too. He stopped the business card propaganda, chased a lot of the solicitors when they came around again, made up a list of really effective mediums, and went into them with copy that began to pull business—inquiries that could be referred to retailers and used to get new retail accounts.

The company still regarded the advertising department as something apart from the business, however. One by one the advertising manager hired girls to take care of follow-up work, until his corner in the factory was crowded. That annoyed the other de-

partments. So the directors leased an old residence that stood a block away from the factory, and put the advertising man into it. "Now grow, blast you," they said in effect, and felt relieved at getting rid of the annoyance.

No other department in this plant paid rent on the space it occupied. But the rent of that old residence was taken out of the advertising appropriation. By and by some toilet conveniences were needed. The directors had them installed, and paid the bill out of the advertising appropriation. A trade convention met in a nearby city. Delegates were invited to the factory and entertained, and the bill paid out of the advertising appropriation. This annual fund for advertising isn't any larger than it ought to be. No other department of that business is paying a better return on running expenses, dollar for dollar, than the advertising department. But it will probably be ten years at least before this particular board of directors learns that the advertising appropriation is something really connected with the business. To-day, their attitude is to regard it as an item something like "Profit and Loss." All the junkets and unforeseen expenses of the year are paid out of it because the working capital of other departments mustn't be interfered with. And to the advertising appropriation the directors go in a body when they want to wipe out a blunder, or drown the office cat's latest litter of kittens.

When a small business is built up through advertising, on limited capital, the advertising is so thoroughly welded into each department that there is no separating them. That means efficiency and economy.

But the great big business that has added advertising as an afterthought may take years to thoroughly assimilate it. And until there is complete assimilation, of course, there won't be maximum efficiency.

"Advertising" as conducted in such a business, reminds one of the successful surgical operation

that kills the patient. Real money is set aside every year and tagged "Advertising." Then the president buys a new automobile out of the fund, and the directors draw on it for Christmas presents. The office-boy is told to take what is left and spend it for a "flier" in miscellaneous mediums, being careful to spread it as widely as possible, and not spend too much with any one publication.

With many a business house, strong in product, management, selling and distribution, advertising is still regarded as a parasite. And when regarded that way, it is. These houses, grown rich through regular trade channels, make an advertising appropriation because competitors do, or to furnish a sop to the trade press. That they should do even this much is more or less remarkable, because ten years ago there would have been no attempt to advertise whatever. And once an advertising appropriation is set aside, the business is on its way to efficiency in publicity. It may take years to arrive at good methods. A barrel of money will be spent foolishly in the evolutionary process. A certain proportion of business concerns will abandon advertising after such experiments. But most of them persist, and grope out better methods from year to year, and slowly assimilate the advertising appropriation into the other departments of production and distribution. But just at this particular stage of advertising there are many concerns taking adver-

tising haphazard, with their eyes shut, in the belief that such a bitter, costly dose must be doing them a lot of good in some mysterious way.

The Exception to the Rule.

July is usually dull. Yet the circulation of THE CHICAGO RECORD-HERALD during July, 1907,

Daily exceeded 152,420
Sunday exceeded 220,131

a gain of more than 12,000 on the daily and of more than 22,000 on the Sunday over July, 1906.

THE
Chicago Record-Herald

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

The Des Moines Capital

is an Iowa newspaper for Iowa people. The distribution is State wide. A general advertiser who wishes to create a market in Iowa can do so successfully by using the CAPITAL. The CAPITAL, with respect to the character of its distribution, might be considered as an Iowa magazine. The CAPITAL is as essential to the State of Iowa as the Chicago Tribune to the State of Illinois.

Display rate, 5 cents a line; classified rate, 1 cent a word.

Eastern Representatives { O'MARA & ORMSBEE, Brunswick Bldg., New York.
ELMER WILSON, 67 Washington St., Chicago.
LAFAYETTE YOUNG, Publisher.

WHO'S WHO AND WHERE-FORE.

ANSON MCKIM.

"The history of advertising in Canada spells McKim." These words were written five years ago in a review of the general Canadian situation, and they hold good to-day. They will hold good in a very large sense till Anson McKim has decided to give up the reins of business and retire to a well-earned leisure. The history of advertising in Canada also spells one other word; and that word is *character*. That word accounts for the general situation in Canada and the success of the McKim agency at the same time. For "McKim" in Canada has always spelled character in advertising. In this sense Anson McKim ranks along with the great men of the Dominion—with Strathcona who made the history of the West; with Donald Smith who made the Bank of Montreal (where McKim keeps his account); with Sir William Van Horne who built the Canadian Pacific Railroad. Advertising came after all these, and is not considered so great as any of them, but it's an acknowledged living force in Canadian affairs, and the man who made it so is Anson McKim. His severest competitors only applaud him behind his back. That's a way they have in Canada with their *good* men, that we have hardly learned as yet in this republic. As a man of character—the only true touchstone of progress in Canada—Anson McKim seems to be the genius of the situation—a word, by the way, those plodding Canadians would scarcely acknowledge.

There was no advertising in the Dominion before his day. There was very little in the United States when he commenced. But it has been a story of sure progress, in Canada, from the day this handsome, resolute young Scotch-Irishman rented an office in Montreal with *Mail and Empire* (of Toronto) as his opening slogan. You will find "Mail and Empire" and no

other name on his sign yet—although he has represented in the truest sense about every publication in the Dominion since then. It has been held by some of the world's great minds, that one of the truest tests of character is faith to one's first allegiance. Anson McKim has displayed that faith for thirty-five years, and till he retires the visitor will be certain to read "Mail and Empire" on his sign. The name has assumed almost the importance of a symbol. The word "Empire" was prophetic; for this young Canadian set himself the task of conquering the whole empire of the Dominion. For



ANSON MCKIM.

many years after he had conquered he ruled alone. With expansion, competitors came in, but they had to realize his ideals or they could not survive. The history of advertising in Canada spells personal character in an intimate sense, because it is the history of the character of one man. The characteristics of that man were, as has been pointed out, the same that have made the builders of Canada in other fields: enterprise, far-seeing intelligence, unflagging industry, and rock-bottom honesty.

Far removed from any fantastic dream of wealth through that

element of "luck" which has wrecked the career of so many bright advertising promoters—some of the great ones, too—Mr. McKim saw only the single elements that make the success of any commercial enterprise. He conceived the business of advertising on precisely the same plane as the business of selling dry-goods, or hardware, or railroad supplies. He was a merchant among merchants. And he inevitably won a place among the best of them in Canada. It is such careers that are the beacons of to-day and of to-morrow. The story in detail is the common one of the struggle of democracy—a beginning in poverty, a determined purpose that knew not personal sacrifice, and a consistent following up of ideals to the day of ultimate achievement, which dawned long ago for McKim.

He has remained true to the primal instincts of his sturdy Scotch-Irish heritage from the start. He is now fifty-five, and in his spacious and splendid offices in the Star building bids fair to hold the reins of power for many a year yet; for work is still to him, as always, a pastime. Like most self-made Americans of a generation ago he began without education, without opportunity, other than that which his own genius created and molded. He has held his position from the first, as he holds it to-day, by sheer force of character and personality, and there will be none to dispute it so long as he lives.

BIBLE CLASS AD HELPS.

That a page ad in a Sunday newspaper will increase the attendance of the young men's Bible class has been proved in Knoxville, Tenn., by the pastor of the First Cumberland Presbyterian church. The attendance at the church Bible class was not as large as desired and it was decided to try newspaper advertising to draw a crowd. On a recent Sunday a novel advertisement appeared and attracted no little attention and comment. The membership in the week increased one-third and scores of inquiries have been made to the church officials about the class and many young men have promised to attend. The officials say that no money ever was spent more advantageously by the church.



Business relations are largely a matter of acquaintance. You may know us by reputation. We would like you to know us by experience.

When you deal with The Imprinters the satisfaction others will show in your printed matter will second your own in the service by which it was prepared.

American Bank Note Company

86 Trinity Place, New York

HOW TO FILE BOOKLETS, CATALOGUES, ETC.

Construct several shelves about seven inches deep, eight inches apart and as long as necessary.

Secure a number of pieces of tin seven by ten inches in size. Fold the tin at right angles, leaving one side eight by seven inches, the other two by seven inches, so that they will fit between the shelves, dividing them into compartments. The short, bent-over side acts as a base or support to hold the partition in place, where necessary, to accommodate the different sized booklets, catalogues and folders.

When in the proper place, the tin may be nailed down, but whenever desirable the compartments may easily be changed in size to accommodate new advertising features of a different size.

This case is easily and quickly arranged, is permanent and at the same time provides for quick changing if desirable.

The folders and slips are in the most convenient form for enclosing with letters and mailing out, as each kind is in a separate compartment.

The advertising matter may be neatly arranged and easily kept clean.

—System.

The wise dog grabs the bone he can get away with rather than a big one that will attract attention.—*Burda's Barbs.*

headed "In Memoriam," and contains notices about the length of an average death announcement, but recalling the anniversary of a death a year or two after occurrence. This class of patronage

Are you getting your share of the trade? Your goods are time-tried and tested, but are they in general use? You have it in your power to supplant the inferior makes by popularizing your goods with the CONSUMER.

IN MEMORIAM.

ARMSTRONG.—Dr. EDWARD VANDERFOEL ARMSTRONG, P. A. Surgeon United States Navy, who fell asleep July 16, 1906.

McKIBBIN.—In remembrance of our dearly beloved mother and grandmother, ELIZA McKIBBIN, who died July 16, 1906. "Until we meet again."

REILLY.—In loving remembrance of dear aunt and mother, ELLEN HAMILTON REILLY, died July 16, 1906.

ROSENTHAL.—In loving memory of SAMUEL ROSENTHAL, who departed this world July 16, 1906. More beloved husband or father never lived. Peace be with his soul.

TUCKER.—In sad but loving remembrance of our dear husband and father, S. VAN TUCKER. Died July 16, 1906.

ought to be easy to solicit, for a simple record, day by day, of the death notices inserted in all local newspapers, together with the address of relatives of deceased, and circularizing these a year, two years, three years later, a few days before the anniversary of the bereavement, calling attention to the memorial custom, would produce a fair proportion of business. It is noted in the *Herald's* department of such notices that the practice dies out after the second or third anniversary, and that a memorial notice after five years is exceptional. A special heading for such a department, embodying some tasteful design, would doubtless make it more or less popular. The prayer that runs all through Dickens' story, "The Haunted Man," might very appropriately be printed over such a department:

"Lord, keep my memory green."

EDITING UNDER DIFFICULTIES.

From the following conversation between two inhabitants of one of the States of the American wild West it would appear that editing there is a serious matter:

"I understand that Crimson Gulch has a newspaper?"

"Yes," answered Broncho Bob. "But the fellers around here is so sensitive that they dasn't print anything about 'em."

"Its editorial staff must have many difficulties."

"Mister, that ain't any editorial staff. That's a suicide club."—*English Exchange.*

Let The Breeders' Gazette man tell you about it. It will only cost you a postal card. He won't take much of your time.

Address The Breeders' Gazette man at 358 Dearborn St., Chicago, or 725 Temple Court, New York City.

PRINTING TRADE CONDITIONS.

The wonderful development of the printing trade since 1900 was evinced in no small degree by the census reports of 1905, which showed among other items that unlike many other industries, printing showed a gain in the number of establishments. The percentage of increase in the number of job printing and publishing establishments was nineteen per cent, also that capital in the book and job offices in five years has increased forty-five per cent; total number of employees, seventeen per cent; total wages, fifty-one per cent.—*Master Printer.*

SEVENTY-FIVE per cent of the advertising that is done is directed to the American farmer. He is regarded as the logical consumer of manufactured products, and, therefore, as the man to whom the advertiser can talk most effectively.—*Judicious Advertising.*

THE days of shell-game methods in advertising are gone. It may be a pleasant recreation to juggle words and phrases with bewildering rapidity, but it doesn't sell goods.—*Judicious Advertising.*

THE Postum advertising in the hot-weather numbers is very attractive; it is really possible that iced Postum with lemon might taste good.—*Fame.*

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1906, 22,419. Best advertising medium in Alabama.

Montgomery. Journal, dy. Aver. 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,288.

CALIFORNIA.

Oakland. Herald. Average 1906, 19,667; July 1907, 28,189. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco. Sunset Magazine, monthly; literary; 192 to 224 pages, 588. Average circulation seven months ending July, 1907, 91,438. Home Offices, Flood Building.

COLORADO.

Denver. Post. Like a blanket it covers the Rocky Mountain region. Circulation—Daily 59,674, Sunday 84,411.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport. Evening Post. Sworn dy. av. '06, 11,268.

Bridgeport. Morning Telegram, daily. Average for July, 1907, sworn 11,195. You can cover Bridgeport by using Telegram only. Rate, 1½¢ per line, flat.

Meriden. Journal, evening. Actual average for 1906, 7,580. First four months 1907, 7,734.

Meriden. Morning Record and Republican. Daily average for 1906, 7,578; 1906, 7,672.

New Haven. Evening Register, dy. Annual sworn aver. for 1906, 14,681; Sunday, 11,662.

New Haven. Palladium, dy. Aver. 1906, 8,626; 1906, 9,549. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1906, 16,481. First 3 mos., '07, 16,582. E. Katz, Sp. Agt., N. Y.

New London. Day, ev'g. Aver. 1906, 6,104; aver. for July 6,874. E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average guaranteed to exceed 8,200. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1906, 5,920; 1906, 6,559; June, 1907, 7,259.

Waterbury. Republican, dy. Aver. for 1906, 5,648; 1906, 5,937. La Coste & Maxwell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1906, 25,577 (©©).

FLORIDA.

Jacksonville. Metropolis, dy. Av. 1906, 9,482, 1st 6 mos. 1907, 10,692. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta. Journal, dy. Av. 1906, 50,857. Sunday 57,982. Semi-weekly 74,916. The Journal covers Dixie like the dew.

IDAHO.

Boise. Evening Capital News, d'y. Aver. 1906, 4,508; average, July, 1907, 6,188.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1906, 4,580; 1906, 6,454.

Calte. Citizen. Daily average 1st 6 months, 1907, 1,585.

Chicago. Bakers' Helper, monthly (\$1.00). Bakers' Helper Co. Average for 1906, 4,017 (©©).

Chicago. Breeders' Gazette, wy.; \$3.00. Aver. circulation for year 1906, 70,000.

Chicago. Dental Review, monthly. Actual average for 1906, 5,708; for 1906, 4,001.

Chicago. Examiner. Average for 1906,

649,846 Sunday,
175,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for Sunday, 717,681.
February, 1907; Daily, 192,371.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.



THE NEW ORLEANS ITEM,

by the Association of American Advertisers' report, showed a circulation delivered by carrier three-fourths of its total circulation.

June average, 28,466 daily, a gain of about 20% over the similar period of the year before.

The ITEM's circulation, representing both character and influence, is larger than any New Orleans paper, with a city circulation larger than any two New Orleans papers combined.

SMITH & THOMPSON,
Foreign Advertising Representatives,
Brunswick Building, Tribune Building,
NEW YORK. CHICAGO.

What Four Syracuse Druggists Say About The JOURNAL:

"There is no better medium in Syracuse than THE JOURNAL."
WESTON & COOK.

"The Syracuse JOURNAL is our first choice as an advertising medium."
QUIGLEY BROS.

"Advertisers get good results from the Syracuse JOURNAL."
C. W. SNOW & CO.

"Do not hesitate to use the Syracuse JOURNAL."
H. D. DWIGHT & CO.

**THE JOURNAL—The Local
Paper of Syracuse and
environs—22,000 Daily
Circulation.**

SMITH & THOMPSON,
Foreign Advertising Representatives,
Brunswick Building, New York.
Tribune Building, Chicago.

¶ The Buffalo EVENING NEWS the first six months of 1907 carried 8,786 columns of display advertising and 2,688 columns of classified advertising, a total of 11,474 columns, or 3,453,674 agate lines.

¶ This is more than any other two Buffalo daily newspapers combined.

¶ Average circulation same period, 96,047 daily—double that of any other two combined.

SMITH & THOMPSON,
Foreign Advertising Representatives,
BRUNSWICK BUILDING, TRIBUNE BUILDING,
NEW YORK. CHICAGO.

According to Rowell's new 1907 American Newspaper Directory, he grants but one newspaper in Memphis a definite, bona fide circulation statement.

The Memphis Commercial Appeal


is shown to have actually sold 38,927 copies daily in 1906. The Sunday issue is shown to have had 58,236 copies daily.

The *Commercial Appeal* is an open-door circulation newspaper, and in January, 1907, the Association of American Advertisers investigated the circulation of the *Commercial Appeal* and certified that its paid circulation for 1906 was 38,201 copies each week day, 56,167 Sunday, and 77,777 copies weekly. The *Commercial Appeal* was the only Memphis paper that made public the Association's report.

SMITH & THOMPSON,
Advertising
Representatives,
Brunswick Building, New York.
Tribune Building, Chicago.

Chicago, Journal Amer. Med. Ass'n. weekly.
Average six mos., Jan. to July, 1907, 51,210.

Chicago, Record-Herald. Average 1906, daily 141,748; Sunday 211,611. Average July, 1907, exceeding daily 152,420; Sunday 220,181.

 **The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The **TRIBUNE** is the only Chicago newspaper receiving (©).

Joliet, Herald evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.


Evansville, Journal-News. Av. for 1906, 16,539. Sundays over 18,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1906 av., 174,584. Now 200,000 4 times a mo., 75c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News. daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item. daily. *Sworn* average net paid circulation for five months ending May 31, 1907, 5,216. A circulation of over 5,000 guaranteed in all 1907 contracts. The Item goes into 80 per cent of the Richmond homes. No street sales.

 **The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

South Bend, Tribune. *Sworn* daily average. June, 1907, 9,580. Absolutely best in South Bend.

INDIAN TERRITORY.

Armore, Ardmoreite. daily. Average for 1906, 2,442.

Muskogee, Times Democrat. 1905, average 2,531; average 1906, 3,514. E. Katz, Agt., N. Y.

IOWA.

Burlington, Hawk-Eye. daily. Aver. 1906, 8,764. "All paid in advance."

Davenport, Times. Daily aver. May, 13,098. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital. daily. Lafayette Young, publisher. *Sworn* average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 362 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Aver. circulation 1st 6 mos. '07, 50,193.

Des Moines, Iowa State Register and Farmer, w'y. Aver. number copies printed, 1906, 52,123.

Sioux City, Journal. Daily average for 1st 6 months, 1907, *sworn*, 28,904. Morning, Sunday and Evening Editions.

Sioux City, Tribune. Evening. *Net sworn* dy. aver. (returns deducted) 1st 6 mos. 1907, 51,122. You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the **Guaranteed Star**.

KANSAS.

Hutchinson, News. Daily 1906, 4,260. Mar., 1906, 4,050. E. Katz, Special Agent, N. Y.

Lawrence. World, evening and weekly. Copies printed, 1906, daily, 2,778; weekly, 3,034. The Lawrence DAILY WORLD has a larger circulation in Lawrence than any other paper, and has more paid subscribers on the rural routes than all other dailies combined. Average for 1907, 4,200. Only eight dailies in Kansas have a larger circulation.

KENTUCKY.

Lexington, Leader. Av. '06., evg. 5,157. Sun., 6,792; Jan., '07, 5,556. Sy. 6,891. E. Katz, S. A.

Owensboro, Messenger. Daily aver. six mos. ending June 30, '07, 2,568; aver. June, 3,750.

MAINE.

Augusta, Comfort. mo. W. H. Gannett, pub. Actual average for 1906, 1,271,952.

Augusta, Maine Farmer. w'kly. Guaranteed 14,000. Rates low; recognized farmers' medium

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,575.


Phillips, Maine Woods and Woodsman. weekly. J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express. Average for 1906, daily 12,806. Sunday Telegram, 8,041.

MARYLAND.

Baltimore, American. dy. av. 1st 6 mos. '07, 77,052; Sun., 90,827. No return privilege.

Baltimore, News. daily. Evening News Publishing Company. Average 1906, 69,814. For July, 1907, 74,407.

 **The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

MASSACHUSETTS.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day av.



Boston, Globe. Average 1906, daily, 182,926. Sunday 295,232. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.





BOSTON POST

Average for March, 1907. Boston Daily Post, 240,148, increase of 8,465 over January, 1907; Boston Sunday Post, March, 1907, 234,134, increase of 5,481 over January, 1907. First New England paper to put in linotypes. First New England paper to put in the autotype. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

GUAR AN FEED The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Holyoke. Transcript, daily. Act. av. for year ending May, 1906, 7,559; 3 mos., '07, 7,542.

Lynn. Evening Item. Daily sworn av. year 1906, 15,068; Jan., 1907, av. 16,017. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Springfield. Current Events. Alone guarantees results. Get proposition. Over 50,000.

Woburn. News, evening and weekly. Daily av. net paid circ. March, 1,328. Wkly, 1,451.

Worcester. Evening Gazette. Actual sworn average for 1906, 11,401 copies daily; Feb., '07, 15,206; March, 1907, 15,768. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. to examine circulation.

Worcester. L'Opinion Publique, daily (© ©). Paid average for 1906, 4,282.

MICHIGAN.

Bay City. Times, evening. Av. for 6 mos. to July 1, 1907, 11,002 copies, daily, guaranteed.



Jackson. Citizen-Press. Only evening paper. Gives yearly averages not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. April-daily average, 7,786.



Jackson. Patriot. Average June, 1907, 7,871; Sunday, 8,681. Greatest net circulation. Verified by A. A. Sworn statements monthly. Examination welcomed.

Saginaw. Courier-Herald, daily, Sunday. Average 1906, 14,897; July, 1907, 14,772.

Saginaw. Evening News, daily. Average for 1906, 10,964; July, 1907, 20,455.

Tecumseh. Semi-Weekly Herald. Actual average for 1906, 1,158.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 87,536.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,266; 1 mos., 1907 104,100.

GUAR AN FEED The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, Daily and Sunday (© ©). In 1906 average daily circulation, 74,054. Daily average circulation for July, 1907, 76,087. Average Sunday circulation for July, 1907, 71,270. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results.

GUAR AN FEED Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1906, 52,010.

CIRCULAT'N Minneapolis Tribune, W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 105,164.

GUAR AN FEED St. Paul. Pioneer Press. Net average circulation for January—daily 55,502; Sunday 52,487.

GUAR AN FEED The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald. Av. May, 4,518 (Sat. 5,200). Best outside Twin Cities & Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1906, 15,254. Apr., 1907, 17,245. E. Katz, Special Agent, N. Y.

Kansas City. Journal. Circ'n. 275,000, 206,355 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 12½¢; classified, 7¢. Combination Weekly and Sunday—display, 48¢. Literature on request.

St. Joseph. News and Press. Circulation 1906, 26,079. Smith & Thompson, East. Reps.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (© ©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula. Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln. Deutsch-American Farmer, weekly. Average 1906, 141,859.

Lincoln. Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester. Union. Av. 1906, 16,758, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua. Telegraph. The only daily in city. Daily average year ending Dec., 1906, 4,371.

NEW JERSEY

Asbury Park. Press. 1906, 4,812. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth, Journal. Av. 1904, 5,522; 1905, 6,515; 1906, 7,847; first 6 mos. 1907, 8,221.

Jersey City, Evening Journal. Average for 1906, 28,005. First six months 1907, 24,089.


Newark, Eve. News. Net dy. av. for 1906, 68,022 copies; net dy. av. for Apr., 1907, 68,940.

Trenton, Evening Times. Av. 1906, 14,257; 3 mos. dy. av. Apr. 30, '07, 20,621; Apr., 20,682.

NEW YORK.

Albany, Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia, Daily News. Average first 6 mos. '07, 7,494. F. R. Northrup, special rep., N. Y.

 Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average 6 mos. 1907, 58,449.

Ruffalo, Courier, morn. Av. 1906, Sunday, 91,168; daily, 58,681; Enquirer, even., 32,682.

Ruffalo, Evening News. Daily average 1906, 94,690; for 1906, 94,745.

Cornwall, Leader, evening. Average 1904, 6,238; 1905, 6,595; 1906, 6,555; Feb. av., 6,820.

Mount Vernon, Argus, evening. Actual daily average for 12 mos. ending June 30, '07, 4,816.

Newburgh, News, daily. Av. '06, 5,477; 4,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal, Est. 1863. Actual weekly av. for '06, 9,706 (60), 4 mos. to Apr. '07, 9,949.

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,212.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, 6,488.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Guaranteed circ'n, 75,000; 50c. per agate line.

Chippew, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1906, 26,611 (60).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,542—sworn.

Music Trade Review, music trade and art weekly. Average for 1906, 5,109.

 Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1906, 11,708.

The People's Home Journal. 554,916 mo. Good literature, 452,560 monthly, average circulations for 1906—all to paid-for-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending July, 1907, 7,865; July, 1907, issue, 8,000.


The World. Actual av. for 1906, Morn., 218,664. Evening, 559,057. Sunday, 442,228.

North Tonawanda, News, Daily 1906 av. 2,274. R. Tomes, S. A., 116 Nassau, N. Y. Five cents inch; seven cents after October 1

Rechester, Case and Comment, mo., Lat. Av. for year 1904, 22,601. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Lacey. Actual average for 1905, 12,058; 1906, 15,309.

Syracuse, Evening Herald, daily. Herald Co. pub. Av. for 1906, daily 55,206. Sunday 40,064.

 Troy, Record. Average circulation 1906, 18,801. Average July, 1907, 20,871. Only paper in city which has permitted A. A. examination.

Utica, National Electrical Contractor, mo. Average for 1906, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 5,200.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks, Normandin. Av. yr. '05, 7,201. Av. for year 1906, 8,180.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977; April, 1907, 9,605.

Ashtabula, American Sanomat, Finnish. Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 88,869; July, 1907, 74,441 daily; Sun., 86,765.

Coshocton, Age, daily. Nt average 1906, 2,757. Verified by Asso. Amer. Advertisers

Coshocton, Times, dy. Net '06, 2,123; 6 mo. '07, 3,416. No cash books fixed to fit padded cir.

Dayton, The I. L. U. Home Journal, mo. (Formerly Laborers' Journal), National cir. Av. for year ending April 30, '07, 14,811 copies. Critically read by 36,500 members of THE I. L. U. GRAND LODGE, the fraternal beneficiary order of wage-workers. 5c. agate line. flat rate.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricultural paper. Cir. 455,000.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, 2,634.

Youngstown, Vindicator, D'y. av. '06, 18,740; 5p. 10,001; LaCrosse & Maxwell, N. Y., N. C.

Zanesville, Times-Recorder. Av. 1906, 11,126. Guar'd. Leads all others combined by 50%.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1906 aver., 18,918; July, 1907, 20,491. E. Katz, Agent N.Y.

OREGON.

Mt. Angel, St. Joseph's-Biatt. Weekly. May 3, 1907, 19,185.

Portland, Journal, daily. Average 1906, 25,578; for July, 1907, 28,206.

The absolute correctness of the latest circulation rating assigned the JOURNAL is guaranteed by Rowell's Am. Newspaper Directory.

Portland, Pacific Northwest, mo.; av. 1st 6 mo. 1907, 16,000. Leading farm paper in State.

PENNSYLVANIA.

Chester, Times, ev'g dy. Average 1906, 7,088. N. Y. office, 280 B'way. F. R. Northrup, mgr.

Eric, Times, daily. Av. for 1906, 17,110; July, 1907, 18,542. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph Spurn av. July, 14,859. Largest paid circula'n in H'b'g or no pay.

Manayunk, Sentinel, Philadelphia. Include in your fall advertising plans. Sample sent.

ROLL OF HONOR

FARM JOURNAL is the only paper in the United States which has been awarded all four of the distinguishing marks by Printers' Ink. It is a Gold Mark paper, and was awarded the Seventh Sugar Bowl, has the Guarantee Star, and included the "Roll of Honor."

ROLL OF HONOR

Philadelphia. Confectioners' Journal. mo. Av. 1905, 5,470; 1906, 5,514 (©©).

Philadelphia. German Daily Gazette. Aver. circulation, 1906, daily 52,922; Sunday, 52,486. sworn statement. Circulation books open.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of July, 1907:

1.....	239,308	17.....	239,842
2.....	235,688	18.....	182,593
3.....	235,299	19.....	239,478
4.....	Holiday	20.....	214,746
5.....	232,805	21.....	Sunday
6.....	230,667	22.....	235,562
7.....	Sunday	23.....	232,405
8.....	234,667	24.....	231,303
9.....	232,871	25.....	230,493
10.....	236,650	26.....	230,484
11.....	233,196	27.....	218,037
12.....	232,906	28.....	Sunday
13.....	218,166	29.....	230,485
14.....	Sunday	30.....	235,012
15.....	232,739	31.....	232,063
16.....	232,000		

Total for 25 days, 5,955,542 copies.

NET AVERAGE FOR JULY:

229,059 copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

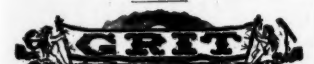
WILLIAM L. McLEAN, Publisher.

Philadelphia. Motor Print, mo. Copies printed, 25,233 average each issue, for year ending February, 1907. An independent periodical for all who use motor vehicles of any class. Enjoys the largest paid circulation among registered owners of motor crafts of any publication.

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863.

Seranton. Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.

West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Williamsport. Grit. America's Greatest Family Newspaper. Average 1906, 230,180. Smith & Thompson, Repr., New York and Chicago.

York. Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1906, 17,115 (sworn).

Providence. Daily Journal, 18,051 (©©). Sunday, 21,840. (©©). Evening Bulletin 56,620 average 1906. Providence Journal Co. pub.

Providence. Tribune, Morning 50,345. Evening 81,118; Sunday, 16,320. Most progressive paper in the field. Evening edition guaranteed by Rowell's Am. N. D.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1906, 4,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual day average for 1906, 4,474. December, 1906, 4,755.

Columbia. State. Actual average for 1906, daily (©©), 11,237 copies; semi-weekly, 2,625; Sunday (©©), 1906, 12,228. Actual average for first six months, 1907, daily (©©) 12,940, Sunday (©©) 15,769.

Spartanburg. Herald. Actual average for first five months, 1907, 2,529.

TENNESSEE.

Chattanooga. News. Aver. 3 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more adv. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.

Knoxville. Journal and Tribune. Daily average year ending December 31, 1906, 18,692. Daily average last 3 months 1906, 15,247.

Memphis. Commercial Appeal, daily. Sunday, weekly. First six months 1907 av.: Dy., 41,782; Sunday, 61,485; weekly, 81,212. Smith & Thompson, Representatives. N. Y. and Chicago.

Nashville. Banner, daily. Aver. for year 1906, 81,455; Jan. 1907, 82,288; Feb. 1907, 87,271.

TEXAS.

El Paso. Herald. May, a., 7,618. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, 5,527; 1906, 4,115.

Bennington. Banner, daily. T. E. Howe. Actual average for 1906, 1,980.

Burlington. Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier. Argus, daily. Actual average for 1906, 8,280 copies per issue.

Rutland. Herald. Average 1906, 2,527. Average 1905, 4,286. Average 1906, 4,677.

St. Albans. Messenger, daily. Actual average for 1905, 5,051; for 1906, 5,558 copies per issue.

VIRGINIA.

Danville. The Bee. Av. 1906, 2,867. July, 1907, 2,782. Largest circ'n. Only eve'g paper.

Richmond. So. Tob. and Modern Farmer, mo. Average for first 5 mos. of 1907, 14,429.

Winchester. Evening Star. Average June sworn daily 5,826. Only daily paper.

WASHINGTON.

Seattle. Post-Intelligencer (©©). Av., for July, 1907, net—Sunday 48,789; Daily, 84,260; week day 83,555. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.



Seattle. The Daily and Sunday Times leads all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1st 6 mos 1907. Its nearest rival was beaten by over 134,401 inches display and 180,000 lines of classified. That tells the story of results. Average for 1906, was 42,172 daily, 56,794 Sunday. Average for June, 1907, were—Morning and Evening 58,997, Sunday 64,681. You get the best quality and largest quantity of proven circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Tacoma, Ledger. Average 1906, daily, 16,059; Sunday 31,798.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg, Sentinel. daily. R. E. Hornor, pub. Average for 1906, 2,640.

Ronceverte, W. Va. News, w'y. Wm. B. Blake & Son, pub. Aver. 1906, 2,220.

WISCONSIN.

Janeville, Gazette, d'y and s-w'y. Circ'n 1st 3 mos. 1907, daily 3,593; semi-weekly 2,553.

Madison, State Journal, d'y. Average 1906, 2,602; Jan., Feb., Mar., 1907, 4,834; Apr., 5,106.

Marshfield Times, weekly. 1906 average, 2,199. Largest circulation in Wood Co.



Milwaukee, The Journal, eve., Sat. Aver. 7 mos. 1907, 51,506. July gain over 1906, daily 7,551. Paid city circulation ALONE greater than TOTAL paid of any other Milwaukee daily or Sunday; also more advertising carried.

Milwaukee, Evening Wisconsin, d'y. Av. 1906, 28,450 (©). Carries largest amount of advertising of any paper in Milwaukee.

Oaklosh, Northwestern, daily. Average for 1906, 8,099.



THE WISCONSIN AGRICULTURIST.

Racine, Wis., Estab. 1877. Actual weekly average for year ended Feb. 28, 1907, 51,126. Larger circulation in Wisconsin than any other paper. Adv. \$2.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average net for 1906, 5,126; semi-weekly, 2,898.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1906, 10,161; July, 1907, 13,541. H. LeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1906, daily, 24,559; daily July, 1907, 27,317, w'y. av. for mo. of June, 28,887.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1906, 16,177. Rates 66c. inch.

Winnipeg, Telegram. Average 6 mos. 1907 22,961. Weekly av. 19,586. Flat rate, 35c.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1906, 6,125.

Toronto, Canadian Motor, monthly. Average circulation for 1906, 4,540.

Toronto, The News. Daily average circulation for the month of February, 1907, 40,210. Advertising rate 56c. per inch, flat.

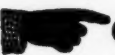
QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1906, daily, 96,771; 1906, 100,087; weekly, 49,992.

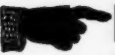
Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the Daily Star for 1906, 60,954 copies daily; the Weekly Star, 128,452 copies each issue.



No Amount of Money



can buy a place in this



list for a paper not



having the requisite



qualifications.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,451 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to **THE EVENING AND SUNDAY STAR.** Average, 1906, 35,577 (◎◎).

ILLINOIS.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1905, 15,366.

BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average first six mos. 1907, 7,855 (◎◎); wy., 17,705 (◎◎). Maine's great newspaper.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston. The medium through which to reach textile mills using 1,855,000 horse power.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

PIONEER PRESS (◎◎), St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL, (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎).—The leading paper in the engineering world. —*Herald, Syracuse*

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the **NEW YORK HERALD** first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE.**

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation 8,300 weekly. **McGRAW PUBLISHING COMPANY.**

HARDWARE DEALERS' MAGAZINE.

In 1906, average issue, 20,791 (◎◎).

Specimen copy mailed upon request.

D. T. MALLETT, Pub., 253 Broadway, N. Y.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. **McGRAW PUBLISHING COMPANY.**

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's weekly. Goes to wealthy recreationists. Write.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1906 was 18,827. **McGRAW PUBLISHING COMPANY.**

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Average circulation of **The Daily Press**, for 1906, 100,548; **The Sunday Press**, 137,563.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. The biggest and best. Able, alert, always ahead.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA.

THE FREE PRESS (◎◎), London, Ont. Morning, Noon, Evening. Circulation over 18,000 daily.

THE HALIFAX HERALD (◎◎) and the **EVENING MAIL.** Circulation 15,538, flat rate.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Brekman.

President ROBERT W. PALMER,
10 Spruce St., New York City.

Treasurer, GEORGE P. ROWELL,
10 Spruce St., New York City.

London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

✓ Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, Sept. 4, 1907.

THE price doesn't always tell. There are other qualities to be considered.

Who was it said "Don't speak disrespectfully of the equator"? Neither do so of your advertising rival.

SELL the new comer something, at some price. If he comes for a bargain, and gets it, that's to the store's advantage.

WHEN times are dull write your business appeal cheerfully. It is the interested reader who takes advertising advice.

If a good deed, as Shakespeare hints, "shines so far" in a naughty world, so will a good saying—when you put it in your advertisement.

SPASMATIC, or sporadic, advertising is good while it lasts. But it seems to imply when it stops that the store, or the article offered, has stopped too.

WHY stop advertising because a certain number are temporarily out of town? They cannot escape any advertisement except that which you have concluded to suppress.

Drug Advertising.

With an advertising appropriation of three thousand dollars a year, O'Donnell, of Washington, D. C., a leading druggist, probably gets as large returns for the amount of money spent, as anyone in the business.

Mr. O'Donnell controls four stores in the capital city but only advertises one of them, his leading store situated at Ninth and F streets, one of the busy corners of the city. He started this place in October of 1904 and from a business of about thirty dollars daily, through advertising he has grown to about five hundred dollars a day.

He runs a quarter page advertisement once a week in the daily papers dealing with the drug business generally, bringing out certain specials for that week and usually printing at the top two coupons, worth about fifty percent of the purchase price, redeemable for certain articles. Patent medicines are never advertised at cut rates and certain articles are sold as "leaders" continually at reduced prices.

Mr. O'Donnell prepares his own copy and tells the story in plain, unvarnished sentences. He believes in using large space not so much to sell a specific article as to draw crowds to the store; he has succeeded in doing this in spite of the fact that his nearest competitor predicted failure for him when he started in business owing to the fact that he had been in business in that locality for years and did not believe there was room for two drug stores.

IN six months *Indoors and Out* has more than tripled the amount of its advertising. R. B. Kingman is in charge of the advertising department.

THE city of Harrisburg, Pa., through its board of trade, is securing publicity, among other ways, by means of a miniature reproduction of the city flag, printed on celluloid and mounted upon a pin.

NEARLY all of the large typewriter manufacturers conduct an employment bureau for stenographers and typewriters. For the purpose of advertising this feature of their business the Smith Premier Typewriter Company of 339 Broadway, New York, send out a card reading: "Vacation Time. Your stenographer is going to have a vacation of two weeks, perhaps? Turn to us—we will supply you with a competent operator, using any make of machine to aid you during the absence of your regular stenographer. Should you desire a permanent assistant we can recommend one."

Look Who's Here.

One Harold Ives, claiming to have the placing of the advertising for Cadbury's Cocoa, London, has been visiting newspapers in different cities, and on the strength of contracting for large space to be used this fall, has succeeded in "touching" three or four publishers for sums of money, ranging as high as \$30, to tide him over temporary financial embarrassment. He has been heard from in Detroit, Cleveland and Louisville, and up to date the publishers have received neither copy nor the return of their loans. He tells a plausible story and claims the business will go through J. Walter Thompson, New York. Inquiry at this agency fails to bring forth any information regarding Mr. Ives or his business, and the little information gleaned from New York representatives of the papers he has visited is not to his credit.

It is stated that J. Reginald Burton, junior member of the advertising agency Luther & Burton, has bought out his partner and will continue the business at the old address, 27 William street, New York.

S. W. DuBois, formerly eastern manager for the Summerman Agency, Chicago, has recently joined the forces of Hand, Knox & Cone, New York, and will take charge of the "National List," a mail-order proposition.

The Personal Element.

A clothier on Fulton street, New York, employs two well dressed young men to work a new advertising scheme. The young fellows ride around in street cars in the vicinity of the store. First one boards the car and two blocks further on the second man gets aboard. They greet each other warmly, and after exchanging friendly remarks one of them gazes at the other's new suit and remarks in a tone loud enough for most of the male passengers to hear: "Say, that's a dandy suit you've got."

"Think so?" asks the other. "Fine! What's the price of it anyhow?" feeling the cloth. "Why it's the biggest bargain I ever bought. You see a friend of mine who works for Blank, the clothier on Fulton street, tipped me off that his firm would sell, all this month, their entire stock at almost half price. So I stopped in there and got this." "Well, what did you pay for it?"

"Why, only \$16." "You certainly got a bargain all right. Did you say they have this sale all during this month?" "Yes, this month only." "Well, if I get a chance I'll run in there."

Both then discuss for a few minutes ordinary topics, such as the weather, etc. Then, bidding good-by one of them leaves the car and several blocks farther on the second one alights. The same performance is then repeated in another car.

THE George Batten Agency is using page space in a selected list of farm papers to advertise German Kali.

THE L. A. Sandlass Agency, Baltimore, is asking rates from Pennsylvania papers on Resinol soap copy.

COPY for Pinaud's hair tonic is going out to dailies generally through the Frank Presbrey Agency, New York.

E. F. DRAPER is using space in women's publications and mail-order papers generally for Lord & Company of New York.

COPY for the "Hairoff" Company, N. H., is being sent out to publications of general circulation by E. F. Draper, New York.

THE Crosby, Frisian Fur Company, Rochester, is placing renewals through Dauchy & Company, New York, with farm papers.

THE H. T. Meany Agency, New York, is placing copy with Philadelphia papers for Bissell & Emerson, advertising Long Island real estate.

THE Publishers' Auxiliary, N. Y., is asking rates from daily papers, for the Alleptown Portland Cement Company, a stock proposition.

THE Homer W. Hedge Agency, New York, is placing a two line reader, 156 times, e.o.d., with Pacific Coast dailies for Angostura Bitters.

JOSEPH P. DAY, New York City, auctioneer, is using space in daily and weekly papers through Albert Frank & Company, New York.

PRIESTLY CRAVENETTE copy, 84 lines, 12 times, is going to daily papers on the Pacific Coast through Samuel Knopf & Company, New York.

WIDD'S LAXATIVE COMPANY, Buffalo, is using space in daily papers throughout New York State to advertise "Hune-Lax" through E. F. Draper.

THE Guenther-Bradford Agency, Chicago, is placing advertising for the Sherwood School of Music, of that city, with daily papers in the Central West.

BENDSORP'S COCOA copy, Boston, is going to daily papers on the Pacific Coast and Rocky Mountain regions through Wood, Putnam & Wood, of Boston.

THE Frank Kiernan Agency is placing the advertising of the Cobalt Central Mining Company, New York City, with papers in large cities as far west as Chicago.

ALBERT FRANK & COMPANY, New York, are using space in German and Hebrew papers throughout the country for the Russian-American Steamship Line.

THE Darrell Agency, Washington, D. C., is using space in daily papers in the Southern and Central West for the Royal Glue Company, "A B C" headache powders.

COPY for Dr. Miles' Medical Company, Elkhart, Indiana, is going to daily papers generally, 10,000 line contracts, through the William C. Johnson Agency of that city.

THE Texas Newspaper Agency, New York, is using colored ads, one-eighth of a page space, in large papers, Sunday editions, for the National Manufacturing Company.

THE Standard Oil Company, renewal contracts, twelve inches, seventy-eight times in dailies, e.o.d., and weeklies, e.o.w., is going through the Ayer Agency, Philadelphia, generally advertising their Rayo lamp.

THE *Journal*, Detroit, has issued a rate card, going into effect September 1st, guaranteeing a net paid circulation of 70,000 copies.

THE A. J. Tower Company, Boston, is advertising its "slickers" in an additional list of farm journals through the Barber Agency of that city.

GEORGE M. SAVAGE, Detroit, is placing a 110 line ad, one time, with Sunday editions for J. H. Remick & Company, of that city, advertising their new song "Dreaming."

THE Frank Kiernan Agency is giving out to metropolitan dailies contracts for financial cards for F. F. Marquand and Arthur E. Wilson, bankers and brokers, both of New York.

E. F. DRAPER, New York, is using space in magazines and high-class newspapers for the T. H. McAllister Company, manufacturers of magic lanterns, moving picture machines, etc.

COPY for A. J. Bates & Company, New York City, shoes, is being placed with papers in suburban towns and on the New York East Side by the Frank Kiernan Agency, New York.

THE Cincinnati *Times-Star* is sending out a new rate card, to take effect January 1st, 1908, an advance of about 1 cent per line over the old rate. The paper also sends out a circular showing that it leads its competitors by 15,664 inches of advertising for the first six months of 1907.

THE *Ohio Farmer*, Cleveland, has put out an attractive folder stating that during the eight weeks from August 24th to October 12th, in addition to the regular mailing list, it will send out between 150,000 and 200,000 extra copies to former subscribers and to readers who should be interested in this class of publication.

AUTUMN NUMBER
OCTOBER 1907 PRICE 15 CENTS

METROPOLITAN MAGAZINE



THE METROPOLITAN MAGAZINE CO
330 WEST 29th STREET NEW YORK

THE METROPOLITAN MAGAZINE has made an average monthly gain of twenty-nine per cent (29%) in cash advertising patronage for the past five months (May, June, July, August and September).

It has been proven that advertisers get the best results from magazines making marked progress.

THE bargain counter is so much frequented that it is sometimes enlarged. Why not let it circuit the whole store?

THE Owensboro, Ky., *Inquirer's* average daily sale for the first six months of 1907 was 3,072 copies, a gain of forty-five per cent over the previous year.

THE Six-Point League holds its next meeting early in September, when plans will be decided on for a dinner to be given during the month. The outing to be held during August was abandoned owing to the absence of many members from the city. There is some talk of making the dinner a monthly affair with an annual banquet but these plans will take definite shape next month.

WITH ENGLISH ADVERTISERS.

The poster is a great institution but unfortunately there is on this side and probably also on the other a sort of jealousy between billposting and newspaper advertising firms, each maintaining that his particular method is the most prolific in results. The truth seems to be this: In a big advertising scheme in which the appropriation runs into thousands of pounds per month, the use of posters is, in most cases, desirable even if not absolutely necessary, but if the amount to be expended does not exceed a few thousands not to say hundreds a year, far better results may be achieved by newspaper advertising.

With one advertisement for instance in a paper of big and general circulation you can, by spending fifty or a hundred pounds, come into effective contact with some hundreds of thousands of people at once all over the United Kingdom. You can tell them your story. You can invite applications for a sample or booklet, follow the applicants up afterwards and if your article has merit you will make some genuine and permanent customers.

Obviously the same amount of money spent in posting would not produce anything like this result. For one thing the supposed fifty or hundred pounds would not much more than pay for a supply of decent posters and even in a comparatively small town of ten, twenty or thirty thousand inhabitants it takes a good many posters to make anything like a show, and even then in most cases all that the poster will do is to give the name of the article and one or two facts about it. A personal "across the counter" talk is out of the question.

It is, of course, true that a special town may be taken and posted and that the particular locality may at the same time be worked up by a free distribution scheme, either of handbills, booklets or samples, but this end might even

better be attained by a newspaper advertising campaign. Where the amount of money to be expended is not large it is a good scheme to take town by town, and locality by locality, ever widening the circle, but if it must be either poster or press then the press ought to be selected, but if *both* are possible then you have a perfect combination.

It is very rare on this side to see a poster largely consisting of type matter that the public will actually read, the most conspicuous example of success being gained in this direction being one that was used twenty years ago for Sunlight Soap. The subject was "Why does a woman look older than a man?" Whether the alleged fact be true or not does not affect the question but it was noticeable that wherever this poster was exhibited crowds of eager readers stood around and perused it. Roughly speaking, however, argument and demonstration are out of place on a poster.

A curious example of the use of a poster might recently have been observed on one or two of the London hoardings. Some years ago a certain firm who manufacture ladies' blouses took out a trademark for their goods and various advertising firms tried to convince them it would be a good plan to advertise directly to ladies, advising them to insist on their garments bearing the butterfly trademark, which they had adopted. To these solicitations they turned a deaf ear, but now, some years after, they hatched out a poster with a blue ground and a yellow butterfly and had a few posted in London with all its miles of streets and millions of inhabitants. Comment on the futility of this course is unnecessary.

Everyone heard of the so-called art poster years ago, and those who were familiar with some of the designs then produced would classify them under the heading "Things weird and wonderful." Probably the most remarkable of all the efforts of that period was one used to advertise Phit-eesi boots, which looked as though it

were produced during a night-mare after a heavy supper and a prolonged contemplation of a peacock's tail. The art poster has now passed into the limbo of forgotten things and the product—as we have it to-day—is intelligible and does tell its story in the majority of cases.

The art poster was a passing craze and aimed at startling rather than advertising. To the designer the picture was everything and the advertisement nothing, and for a time the artist was allowed to run riot and the collecting of posters became a fashionable hobby. The craze is over and once again the poster more or less successfully aims at persuading, inducing or warning the reader and providing facts of interest that are likely to make sales. It may also be mentioned that there is generally a difficulty in making an artist understand that what is wanted primarily is advertising and that art, beauty and chasteness of design must play a subordinate part to this prosaic purpose. In looking through any magazine or paper one will find instances in which the artist has aimed at art and not kept his eye fixed, as he should have done, on selling power. An advertiser may be an art patron, but he had better in the ordinary way keep that portion of his mind carefully separate for the advertising portion of his institution.

The better part of the influence of the art poster still remains, however, and it has vivified and made the hoardings interesting and in many instances beautiful. We still have the broad flat tints recalling the Japanese color print, the bright, strong drawing and the arresting power of a good picture; and though the extreme agencies have gone the benefit remains. One can still recognize that neither the poster or black on white work would be what it is, had it not been for the influence of the late Aubrey Beardsley, but the unhealthy strain in his art has disappeared.

If one takes a cursory glance at the London hoardings it will be found that the posters are

principally used to advertise beverages, health and holiday resorts, newspapers, theaters, articles of food, soaps, and in some rare instances medical preparations. With regard to the theatrical posters we have a censorship exercised by the Billposters' Association who refuse to pass those which are suggestive, have an immoral tendency, or are too blood-thirsty—and the effect has been good. You never see on a hoarding here a poster to which any reasonable or healthy minded person can object, though years ago posters were exhibited that were calculated to produce bad dreams, and must have familiarized the young and impressionable with scenes and incidents that could not possibly have had a beneficial effect on the mind.

A great feature of hoardings here also is the advertising of the railways and of the towns themselves of their attractions. What is being done in America through the press is here being effected by the poster, and there are some really delightfully attractive pictures of various places that must inevitably tend to make the spectator desirous of visiting them. At the same time some of the railway companies, by means of large spaces in the newspapers, write up in a forceful and convincing way the claims of various places to which they run trains.

Many of the English health resorts also expend money through the press in persuading the public to visit them. Unfortunately for most of these places they have no power of charging their advertising expenses on the rates and the money has therefore to be raised by voluntary subscription in most cases. Blackpool, however, which is a famous Lancashire watering place, and which lays itself out to give its visitors what is known as a real good time, got a clause passed in a private bill permitting it to raise a rate for this purpose, and amongst the forms of advertising adopted was the use of two clever posters by Mr. John Hassall, the leading and most popular artist in this line.

These posters depicted first a little British boy, radiant with smiles, going to the trains for Blackpool, and the second one shows the same little imp weeping and wailing because he is returning home. The idea is humorous, but the subject is suitable for humor and the point is obvious.

It is curious just now to notice how many of the most striking and effectual posters on the hoardings are by Mr. Hassall. There is a force, go, vivacity and an evident enjoyment in his work that makes its appeal so strong you unconsciously feel as you look at Mr. Hassall's posters that he is interested in what he is telling you and expects you to be interested as well, and that is surely one of the marks of good advertising.

"Joey & Browning."

The following story related by the London *Daily News* in connection with the death of Dr. Joachim, the famous violinist, has its moral for all advertisers and advertisement writers. How often is an advertisement open to the reproach contained in the few terse pointed words which conclude the story:

"The following story illustrates Dr. Joachim's simplicity. On one occasion he was at an At Home at which Browning also was present. Joachim played during the evening, and, as was not unnatural, the guests were exceedingly anxious to hear him again. The hostess, however, was shy of asking the master for this favor herself, and approached Browning, whom she knew well, with a view to securing his services as ambassador.

"Browning immediately consented, and crossing over to Joachim communicated his friend's wish. But Browning was not very lucid in conveying his message, and to the disappointment of those in the room Joachim left without playing a second time.

"As he went down the steps with Browning he said, 'Whatever was it you wanted me to do when you came across and talked to me?'

"I wanted you to play again," replied Browning.

"Well, I couldn't make out what you were driving at. Why ever didn't you say, 'Joey, give us another tune?'"

F. W. SEARS.

IT'S IN THE AIR.

The Philadelphia morning papers are anticipating trouble when the *Bulletin* finally gets into its new building. The evening papers have not made much of a fight for classified business and the *Bulletin* has been especially strict in rates and rules, in an endeavor to keep the business within press capacity. With the new building and a proper manufacturing plant this paper is expected to gather in the classified business much as the Chicago *Daily News* has done. The *Daily Inquirer's* individual advertising, like Helps and Rooms, is expected by observers to be cut into the most by the *Bulletin*, although it is of course expected that the Sunday papers will hold their own.

The rate proposition for classified has agitated Philadelphia for some three years—and the end is not yet. Because the *Inquirer* logically had a great bulk of money-to-loan business at full rates, the *Ledger* made an attempt at it. But it was not entirely successful, nor was an attempt by the *Press* to gain an entrance into the field. These two papers seemed to have the wrong quality of circulation for such advertising—the money-to-loan people say that careful questioning of their patrons reveals few readers of the *Press* and the *Ledger*.

Resort advertising has been a bone of contention so long that no one in Philadelphia expects anything but a fight. There have been all sorts of charges as to rate-cutting but proof has been lacking. The *Press* has the best of it and the *Ledger* lands in second place, with the others scrapping for third. However, it is just possible that the situation may change if the *Bulletin* gets much busier—and that an evening paper will at last force its way into the second position.

A SOURCE OF NEW IDEAS.

THOMAS MEEHAN & SONS, Inc.,
Nurserymen, Landscape Gardeners
and Engineers,
Germantown,

PHILADELPHIA, Pa., Aug. 19, 1907.
Editor of PRINTERS' INK:

Your publication receives a hearty welcome at this office weekly, and has been the means of introducing many ideas into our business.

We wish it were possible that a publication with more pages of the same kind of material could be had, but presume we should be satisfied with the quantity your paper gives us, considering the reasonable rate at which it is purchased. Yours very truly,

THOMAS MEEHAN & SONS, Inc.,
Per W. J. Chandler.

THE EVERLASTING WE.

We are creatures of convention, hide-bound by tradition. Even the present writer, looking back at the few words he has written, finds that he has fallen into the habit against which he proposes to utter a warning. There is a story told by one of our most famous divines, who wrote the story of his life. As the work neared completion, and those in the secret began to anticipate its immediate publication, a thunderbolt was launched into their midst by the reverend writer with an announcement that he had destroyed his manuscript. Asked why, he replied "My friends, if you had seen it as I saw it, a monument of egotism, you would not ask. It was I—I—I—I all the way through, and I thought the best thing I could do with it was to throw it in the fire and I did."

My complaint is lodged not against "I," but against the advertisers' everlasting "We." That a revolution in the form of our business letters is necessary is more evident to any one who has carefully thought about it. And it is especially necessary in the case of circular letters sent out, whether by the wholesaler or retailer, to customers.

The first chapter of a novel generally determines the fate of the whole work. If the author fails to get attention of the reader from the very beginning it is hard work to arouse it later on. It is the same with the letter. You must strike out at once into the news you have to communicate. There is no need to spend a lot of time on preliminary remarks. Still less is there any use in talking so much about the writer's self or selves. There is too much of the "We" about most of sales missives. The following are the comments of letters recently received by the writer of this article:

"We have received your letter"
 "We have received your name"
 "We are making special offers"
 "We take the liberty"
 "We regret to note"
 "We have your favor"

"We respectfully invite"
 "We venture to suggest"
 "We are in receipt of yours"

These and many other similar phrases meet the eye of the business man day after day as he opens letter after letter. Is it any wonder that the occasional letter, brightly, briskly and interestingly begun, attracts his attention at once. There is no definite form that I can suggest to be used as a general opening for a circular letter. In fact it is better that there be no definite form.

The only safe guide that can be offered is that you should write as you would talk with your customers. No business man would think of showing goods to a customer in his warehouse or store and commence with, "We respectfully invite you to examine," etc. Far from it. The smart salesman would at once begin about the goods. A letter came to hand a few weeks ago from the publisher of a paper devoted to business principles and office work. The opening sentence reads "Did you have a mix-up with any of your detail work at the office yesterday." This sort of thing is to get the attention of the reader, and the whole of the letter is read and is interesting. It is like a certain article which was greatly advertised, its chief characteristic being "It touches the spot." It is a clear effort to get away from the old stereotyped forms as suggested in the list given above. The following opening lines of letters are taken from other communications received:

"The fact that we have not had the pleasure"
 "The truth of the old adage, Time flies"
 "Are you satisfied with the way"
 "You have been waiting a long time"
 "A small account is like a thorn in the finger"
 "Possibly you are not sufficiently convinced"
 "Space is valuable in every store"
 "Do you know that the loss"
 "Here is another letter from us"
 "Yes. It's that ——— again"
 "Perhaps no time is so good as the present"
 "You are exerting every energy, staking every resource"
 "Sometimes a man talks too much"
 "You have favored us with your order in the past"

"I want you to keep in touch"
 "Permit us to call your attention"

All of these go direct to the point, and you know almost at once what the letter is about. There is no need to wade through a lot of meaningless phrases, doubtless intended to be a polite introduction, but at the same time having nothing whatever to do with the business that is on hand.

Naturally the main feature of a circular letter is "more business" but the essential features should be to gain the attention of the reader at once. Arrest his attention, cause him to give your letter as much time as he would devote to a personal letter. To do this, however, the circular letter must be sent in such a form so as to impress the reader that it is really intended for him or her, and not simply a printed effusion that is a display of the compositor's art.

Personal letters are sure to be inspected and digested, but they are expensive and require time and care. The best method of producing effective personal letters is from typewriting. Imitation typewriting effects can now be produced by a printer so as to have all the appearance of having been typed on a typewriter, and it will puzzle any but an expert to tell whether it is typewriting or printing. There is situated in nearly every business man's office, in a very handy position, a large waste paper basket. This furnishes a very handy receptacle for the strictly "grammatical" cut and dried lifeless letters that emanate from very many of the business houses. The manner in which you commence your letter will often determine its destination—the ever greedy waste paper basket or the file for future reference. If the letter goes to the former, then it is dead, if to the latter there is a chance of its living, but even then it does not always burst into flower without more help. A second letter will often awaken an active interest if the first has lain dormant, whereas if the first is dead and forgotten the second will do little

good. But on no account have anything to say which commences with the everlasting "we." Your correspondent doesn't want to know anything about you—it is your *goods* that should interest him. Strike out at once into your subject.

GEO. P. WADSWORTH.

WHAT SPACE COSTS A PUBLISHER.

Buyers of advertising space will be interested in the following figures showing the cost of advertising space and the items which make up that cost. They will also be somewhat surprised at the comparatively small margin of profit to the publisher.

The *Automobile*, a well developed, profitable publication, finds that after deducting from its expenses the net receipts from circulation, every inch of the space it sold cost a cash outlay of \$1.40 and brought only \$1.73. In other words, each dollar's worth of service it rendered its advertisers cost the publishers eighty-one cents.

The following table gives the cost per column inch of space sold and also shows the percentage each item forms of the selling price:

	Cost	Per
	Per inch.	cent.
Editorial expenses	\$0.19	11
Mechanical—Printing, paper, binding, bulk postage....	.69	40
Business salaries and miscellaneous expenses52	30
Profit33	19
Total	\$1.73	100

If the percentage of profit had been spread over the whole output instead of being confined to advertising sales only, the profit upon an inch of space would have been reduced to 31 cents or 18 per cent of the selling price.

It will be noticed that one-half the publisher's expense is for physical outlay like paper, printing and postage.

The *Automobile* began the year with about 13,000 circulation, ended with about 17,000, printed a total of 777,000 copies, or an average of 14,942 copies per week. The average rate charged per inch per thousand, therefore was 11.5 cents, or .0082 per agate line per thousand copies printed.—*Selling Magazine*.

MEANS RIGHT, BUT SAYS WRONG.

An uptown jobber in men's apparel who is progressive, if unfamiliar with English, announces his headquarters as an "uncalled for clothing parlor," and incidentally follows this designation with the statement that he is a "dispenser of merchant tailors' garments."—*New York Press*.

It is all right to wish for what you want if you do not stop running after it while you are wishing.—*Burba's Barbs*.

Are you Satisfied with your Printer? Does he give you good work, prompt service and keep his promises? Do you pay your bills? If you do the latter, we'll do the rest

Our new plant is probably the handsomest and best equipped in New York City for periodical and catalogue work—80,000 square feet, with the latest and best machinery and competent people to run it

Write—or, better still, come and see our place

WILLIAM GREEN

Office:
627 West 43d Street

Works:
625 to 641 West 43d Street
624 to 632 West 44th Street

“Close to the Throne”

“You may not be aware of the fact, but it is so, that foremen of country offices are down on Printers Ink Jonson, caused so by traveling men for ink houses who go around and run you down. My man has had to acknowledge the corn that your news ink is O. K. The last ink you sent me is a gem and I am now convinced that you stand ‘close to the throne’ on all your orders and Printers Ink Jonson is not a fake.”

The above letter reached me some days ago, and through courtesy for the writer I shall withhold his name. All I ask is a square deal, and if my ink is not up to the mark the money is refunded, also the transportation charges. My prices on news ink are as follows:

25 lb. kegs,	\$ 1.75
50 “ “	3.25
100 “ “	6.00
250 “ “	13.25
500 “ “	25.00

Terms f. o. b. New York, cash with order. Send for my sample book of colored inks. Address

PRINTERS INK JONSON

17 Spruce Street, - - - - - New York.

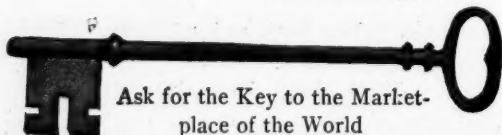


The Marketplace of the World

is a marketplace in which hundreds of manufacturers present their wares with all the attractiveness which only truth can give, with never a word that misleads and with never a ware that deceives. The Key to this Marketplace is at the disposal of all whose goods McClure's Magazine can honestly recommend to its friends.

CURTIS P. BRADY, Advertising Manager
44 East 23d Street, New York

FREDERICK C. LITTLE	{ Western Representatives,
FREDERICK E. M. COLE	
EGERTON CHICHESTER	{ New England Representative,
	{ Penn Mutual Bldg., Boston



Ask for the Key to the Marketplace of the World

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, A CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

An old southern negro was helping to lay out a flower garden. After making a bed about twelve feet square, and patting it over nicely, he selected the smallest flower he could find and planted it in the center of the space, where it was quite lost.

"What are you doing?" the mistress inquired in astonishment, "putting that tiny flower in the middle of a great big bed."

The old negro scratched his head.

"Well, Miss Mary," he retorted, "I sho is figuring that the flower will grow."

The Mendel & Johnston advertising design suggests some of the characteristics of this story. In quarter page space—or approximating it—there is so little copy and so little design that what there is might have been "planted" to much better

space on either side in this particular design is wasted, for a portion of it at least should have been used in the exploitation of

COLUMBIA FOLDERS

No 2

a figure large enough to show the folder scheme, and a diagram of the article so arranged that it would not prove dangerous if the lady happened to turn over in her sleep.

Design No. 2 eliminates many of the undesirable features of design No. 1.

* * *

George Primrose, the famous minstrel man, while on the road with his company made it a rule to appear only once or twice during the show—a brisk monologue occupying, say, ten minutes, and then a dance with the company. One night after the performance an admirer asked him—"George, why don't you appear more often? The house gets only two good looks at your face in two hours." Primrose, bending over the make-up shelf, never changed expression. "I have only one face" was his retort, "and if

COLUMBIA FOLDERS

PATENT APPLIED FOR

FOR MAKING BIAS AND MILLINERY FOLDS

Come in sets of 5, sizes as follows:

3/4 in., 1 1/2 in., 2 1/4 in., 3 1/2 in., and 4 1/2 in.

Works on all materials rapidly and perfectly. Price, by mail, prepaid, \$1.00.

SPECIAL INDUCEMENTS TO AGENTS

MENDEL & JOHNSTON
14 West 22nd Street, New York

No 1

advantage. The small flower is in the center of the bed. The lady with the iron is blithely asleep at the switch and she is obviously dreaming of the Columbia folder which is floating in the air at her right cheek. The white

most people get as tired of it as I do, twice is enough."

The G. W. Cole Company obviously fail to catch the Primrose spirit, although they have surrounded their advertisement



SAVE 208 SHAVES

\$20.80 a year. Also save the razor, your face, time and temper by using "3 in One" on the blade.

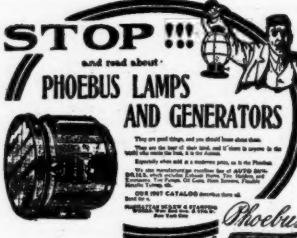
3-In-One

keeps the blade keen and clean, by preventing surface rusting which is caused by moisture from the lather. Write for free sample and special "razor saver" circular. Why not know the truth?

G. W. COLE COMPANY
118 New St., New York City

with the usual black-face team, including end-men. Nineteen sombre individuals, inky of countenance, adorn this design with no purpose we can discover unless 3-In-One is an appeal to the colored population, or unless it is some sort of a dye guaranteed to change the complexion.

It would seem poor policy to frighten a customer into buying anything, and it is equally poor judgment to attract his attention



STOP !!!
and read about:
PHOEBUS LAMPS AND GENERATORS

They are good things, and you should know about them. They are made in the U. S. A. and are of the best quality. Especially when used at a motor car, as in the Phoebus. They also make powerful generators, and are of the best quality. They are made in the U. S. A. and are of the best quality. They are made in the U. S. A. and are of the best quality.

PHOEBUS

by nerve-shattering methods that have no place in advertising a commercial proposition. In the design reproduced for Phoebus Lamps and Generators, this is exactly what is done. At first sight the reader would be apt to dodge around a corner while he looked for further trouble. The horror-stricken face of the train employee, shouting out a desperate warning, and the exclamatory "Stop" have nothing to do with

the article sold. It may serve as a thin excuse to drag an unwilling public to weak and uninteresting copy. An advertisement of this description always reminds us of the wild-eyed Irishman who took off his red undershirt and waved it frantically on the track of the Through Express, bringing the entire train to a grinding, screeching halt. "What's the matter—danger ahead?" the engineer gasped. "Shure no, an' it's wrong yez arre!" Pat responded, with a grin. "I just wanted tuh see if I could make yez sthop!"

The D. L. & W. Railroad advertisement, in its original full page magazine form, constituted an unusually excellent example of



LACKAWANNA

THROUGH CAR SERVICE

The illustration above portrays only the directness of the through lines of the Road of Anthracite. It gives no idea of the beauty of the scenery, the comfort of the exquisite equipment, the safety of the Automatic Guarded Rails, or the cleanliness of Anthracite coal-burning engines. The Lackawanna's through car service gives half a continent the benefit of all that is best in railroading.

Five train daily between New York and Buffalo.
Three train daily between New York, Cheape and the West.
One train daily between New York, St. Louis and the Southwest.
Frequent and convenient service between all local points.

All trains are Lackawanna Standard Equipment.

If you would like a folder giving route, time of through trains and connections, or any other information, you will be quickly and cheerfully answered. Address

GEORGE A. CULLEN
General Passenger Agent, 90 Wall Street, New York.

a well-balanced ad. The copy is logically and convincingly written, and is a clean-cut argument regarding the facilities which are offered as an inducement to the traveler to utilize this well-known road. The Lackawanna has established and maintained a standard for transportation advertising which others have found difficult to follow, and their ads are generally commendable for the strength and clearness with which the story is presented.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which it Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn. MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (© ©) carries DOUBLE the number of Want ads of any other paper. Rate 1c. a word.

ILLINOIS.

THE CHICAGO NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,500, an average of over 1,000 every day, which is 136,929 more than all the other Indianapolis papers had.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

STAR LEADS IN INDIANA.

During the last seven months the INDIANAPOLIS STAR carried 383.17 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1491.76 columns over the corresponding months of last year. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

The Lake County Times

Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word, m'thy rate \$1.35 nonp. line, dy & 8y.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 301,569 more than any other Boston paper carried for the year 1906.



30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.



The Minneapolis JOURNAL, Daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in July, 148,806 lines. Individual advertisements, 31,529. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash companies order the rate is 1c. a word. No ad taken less than 20c.



CIRCULAT'N THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 30 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulat'n (first 6 mos. 1907), 11,187; Sunday, 15,068.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adverting, half-tone making, and practically anything which interests and appeals to advertisers and businessmen. Classified advertisements, 20 cents a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD. Guaranteed daily average 1906, 7,400. Cent a word.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 20,479. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and evening, 43,200, brings results, cost the lowest.

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.



CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087. Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 55 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD AND WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Rates one cent per word per day, or four cents per word per week.

4 YEARS FOR \$5

The subscription price of **PRINTERS' INK** is \$2 a year, but a four years' paid-in-advance subscription can be had for \$5, or four one-year subscriptions for four separate subscribers for the same sum, or twenty for \$20. Some intelligent newspapers find it a good investment to subscribe for copies for their local advertisers. It teaches them how to make their advertising pay, and to become larger and better advertisers.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (12 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

ADVERTISERS' TALK about my good advertising work. Free. **SETH BROWN**, Chicago.

MAN of experience to solicit advertising for mail-order monthly. "A. B.," care Printers' Ink.

ADVERTISING MAN, 13 years' crack agency experience, now disengaged. "HUSTLER," Printers Ink.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. **ASSOCIATED FARM PRESS**, 112 Dearborn St., Chicago.

THINKING of a change! If you are a capable man we have a position for you; hundreds of \$1000-\$5000 positions now open. **HAPGOODS**, 305 Broadway, N. Y.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

A-DWRITER, experienced, seeks position as advertising manager, with advertising agency or printing office, Canada, States or abroad. "MURRAY," P. O., Montreal, Canada.

WANTED—A good business and advertising manager who will invest in old established paper making money. Reason for selling, failing health. Write at once. **FRANK B. WILSON**, Kenton, Ohio.

YOUNG MAN, in advertising department of manufacturing concern, wants position in agency or as advertising manager's assistant. Writes good copy. Would consider partly stenographic position. "WILLIAMS," Printers' Ink.

"PAGES FROM THE PAST" Book of humorous incidents in the life of a traveling printer of the old hand-set days; told in language as unvarnished as were the cars in which he traveled. 30c. stamps. **J. W. SAUNDERS**, 1834 Eighth St., N. W., Washington, D. C.

PRACTICAL NEWSPAPER MEN WANTED to fill desirable positions now open. We can give every capable man the opportunity for advancement. Send for free Booklet No. 7. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. **THE WESTERN MONTHLY**, 815 Grand Ave., Kansas City, Mo.

A GOOD SOLICITOR wanted by an old and well-established advertising agency in New York City. Must have demonstrated his ability to secure new business. This is a fine opportunity for a man who can actually make good. Write, giving age, experience and references. "ERA," care of Printers' Ink.

COPY WRITER AND EDITOR with several years' experience in an Advertising Agency noted for its telling copy and unusual (not fantastic) lay-outs, wishes to make a change. Will write copy and oversee printing and advertising, by the piece or time arrangement, for a printer, advertising agency or a business house (New York preferred). Address "COPY AND DESIGNS," care of Printers' Ink.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$35 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 471 Metropolitan Annex, New York.

Important Notice to Publishers

Two newspaper men (one with valuable experience as editor and manager small city dailies, both West and East, the other with extended New York experience as advertising and business manager) want to get into business for themselves. Would like to connect with a run-down afternoon newspaper in a city of 25,000 and upwards, where there would be a chance to acquire financial interest in part payment for services. Both are hard workers, know their business well and have some money of their own. Best references.

"R. and G.," care Printers' Ink.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY, 707-709 Arch St., Philadelphia, Pa.

ADVERTISING MEDIA

WHAT the Ladies' Home Journal is to the nation the RECORD is to Troy and Central Miami County, Ohio. Only daily. Carries same high-grade advertising. None questionable of any sort accepted. Send for sample copy.

DISTRIBUTION.

Mr. Advertiser, Can't You Use It?

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will Distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE. WE GUARANTEE AN HONEST DISTRIBUTION, and will pay for matter not so Distributed or destroyed. WRITE US NOW. See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO., 700 Oakland Bank Building, Chicago, Ill.

PRINTERS.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. Co.**, 514 Main St., Cincinnati, O.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. **F. J. VALENTINE**, Mr., 178 Vermont St., Buffalo, N. Y.

COIN MAILER.

\$2.60 PER 1,000. For 6 coins \$3. Any printing. **\$2. ACME COIN CARRIER CO.**, Burlington, Ia.

BOOKLETS.

BOOKLETS 1 M. \$10 / 4 M. \$22
2 " 14 / 5 " 26
3 " 18 / 6 " 30
8 pages, 5 1/2 x 3 1/4. Good paper. Sample free. **THOMAS H. STUART**, 46 Rose St., N. Y.

PRINTING.

PROMPT delivery of highest quality printed business forms and advertising matter, is our specialty. Let us estimate on your next order. If your job is a very technical one or requires exactness in all respects we can suit you. **THE BOULTON PRESS**, Drawer 9, Cuba, N. Y.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually. 35th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

ENGRAVING.

COVER DESIGNS, color work and retouched half-tones our specialties. Send for samples. We guarantee prompt service and high-grade workmanship. **BALTIMORE (MD.) ENGRAVING CO.**, 24 S. Charles St., Baltimore, Md.

COIN CARDS.

3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

AGRICULTURAL Advertising prepared and placed. **THE GEN ADVG. AGY.**, 423 Drexel Bldg., Phila.

THE INELAND ADVERTISING AGENCY, 1915 Tribune Building, New York. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

HALF-TONES.

WRITE for samples and prices. **STANDARD ENGRAVING CO.**, 560 7th Ave., New York.

PERFECT copper half-tones. 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions. 10 square inches or smaller, delivered prepaid. 75c.; 6 or more, 50c. each. Cash with order. All newspaper orders. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. **P. O. Box 815**, Philadelphia, Pa.

PAPER.

B. BASSETT & SUTPHIN, 62 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

FOR SALE.

FOR SALE—Good paper, paying \$2,300 yearly; \$3,000. **REVIEW**, North Branch, Minn.

FOR SALE—Six second-hand make up tables, 7-column size, and chase to go with them. **THE DAY**, New London, Conn.

FOR SALE—Old-established daily and two weekly papers. City 12,000. Small payment down, balance easy terms. Reason, failing health. Address "OPPORTUNITY," care of this paper.


ONE HUNDRED AND SEVENTY-FIVE DOLLARS will buy an old-established consignment mail-order business. If sold at once. Stock will inventory nearly five hundred dollars. Particulars to those meaning business. Address **A. F. RALDEANO**, Foughkeepsie, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

OFFICE PASTE prepared as needed. Bernard's Paste Powder mixed at will with cold water, cleaner, better and cheaper than mucilage. Two-lb. carton will supply average office 12 months. Mailed to any address for 60 cents; stamps. **BERNARD'S PASTE DEPARTMENT**, Rector Building, Chicago.



Dennison's
TABS AND BUSINESS HELPS
will put you in touch with more business.
Information and catalogue sent on request.
Dennison Manufacturing Company
Boston New York Philadelphia Chicago St. Louis

BOOKS.

10 BEST BOOKS on Advertising, \$15 worth for \$12. Discount on two or more. Send for list. "PROFITABLE ADVERTISING," Boston.

"**MAKING A NEWSPAPER**," by John L. Sun, tells how a city daily is made and how much money the men who do the making make. Chapters on "Preparing for Journalism" and "Getting a Situation." 72 leading newspapers commend it. 335 pages. At booksellers, \$1.50; by mail, \$1.62. **HENRY HOLT & CO.**, 29 West 53d Street, New York.

PATENTS.

PATENTS that PROTECT.

Our 3 books for Inventors mailed on receipt of 6 cts. stamps. **R. S. & A. R. LACEY**, Washington, D. C. Estab. 1869.

ADVERTISING NOVELTIES.

BUY advertising novelties of the manufacturer; 2 samples, 10c.; Footpick cases, \$20 per 1000. Steel nail file, in leather case, \$30 per 1000, your ad on. **J. C. KENYON**, Mr., Owego, N. Y.

PUBLICATIONS.

PROFITABLE ADVERTISING, Boston, Mass. The leading advertising journal; \$1 a year. Sample copy 30c. Vol. 17 began with June.

POSTAGE STAMPS.

I BUY at 3 off. unused U. S.; c. o. d. **R. E. ORSER**, 2404 Milwaukee Ave., Chicago, Ill.

TYPEWRITTEN LETTERS.

IMITATION TYPEWRITTEN LETTERS

I operate the largest plant in the world for the production of Circular Letters, and turn them out by the thousands or million in any style of typewriter type, furnishing

TYPEWRITER RIBBONS EXACTLY MATCHING.

Send for samples and prices. You will wonder how it's possible for me to produce such perfect work at so low a price.

To those operating their own Multigraph departments I am prepared to furnish supplies at the following prices:

Multigraph Ribbons, 8 inches wide, black, blue, purple, green or red, per dozen..... \$18
Typewriter Ribbons, exactly matching, per dozen..... \$4

Special prices to large users.

M. M. ROTHSCCHILD
Circular Letter Specialist
96 Fifth Ave., Chicago, Ill.

PUBLISHING BUSINESS OPPORTUNITIES.

Monthly Trade Paper

Circulation 3,500.

Gross business \$25,000.

Pays owner \$7,500.

This paper has good field which is not yet fully developed.

The right man should earn \$10,000 per year.

Price \$20,000 cash or New Jersey real estate. Call, write or 'phone.

EMERSON P. HARRIS,

Broker in Publishing Property,

253 BROADWAY NEW YORK

**You can=
not cover
Greater
Cleveland
without
the NEWS.**

Don't Be Deceived!

The Lafayette (Ind.) Evening Call was purchased by THE COURIER of the same city and by no other paper.

The following extract from the last issue of the Call (May 8, 1905) explains itself: "The proprietor of THE COURIER has purchased the subscription lists, advertising contracts, Associated Press franchise and good will of the Call."

The Courier is the Only Evening Paper.

Average daily circulation for 7 months ending July 31, 1907, **5,487**

Have you anything to sell that appeals to people who

Enjoy the Good Things of Life?

Then it ought to pay you to use LIFE. Our readers unhesitatingly pay the price when they are convinced of quality. They look for satisfaction first.

It might pay you to find out why they pay \$5.00 a year for LIFE'S weekly visits.

JOSIAH J. HAZEN
Advertising Manager

LIFE
17 W. 31st ST., NEW YORK

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

LINCOLN, Neb.

Editor Ready Made Department:

DEAR SIR—I am enclosing a few samples of ads written while in the advertising business in Waterloo, Iowa, last spring. Will you kindly devote a little of your space to criticism and comment on them? One thing is obvious and that is that they would have been improved by the use of a fancy border to break the monotony, but the paper did not have an assortment of fancy border and what they did have was so battered up and out of date that I did not care to use it. Do not be puzzled by the ad signed "D. W. Goodwin, advertising writer," for that is the flag I sailed under.

I read your Ready Made Ad Department with much interest and I derive much benefit from your fair and sensible criticisms. In fact, PRINTERS' INK, from cover to cover, abounds with useful suggestions and timely information.

Being a traveling man at present I have to get it at the news-stands. If I were permanently located I would subscribe and have it sent to me direct.

Thanking you in advance for your criticism, for which I will watch the Ready Made Department, I am,

Yours respectfully,

(Signed) WARREN G. DANIEL.

General Delivery.

P. S.—I am an I. C. S. student.

I think your copy is excellent—straightforward, direct, sensible and free from the frills so often affected by the professional ad writer. If you are traveling in any but an advertising capacity, I think you are making a mistake, but of course you are likely to know better than I about that. I am not so sure that a fancy border would have improved these ads a nickel's worth. The fancy border seems to be very much on the wane, and I suspect that it has lately contributed more to the hell box than to the adornment of newspaper ads. It was sadly overdone and the inevitable reaction has come, some time ago; still it may serve well where there are but few in a paper, for the plain, heavy rule is now becoming too common and correspondingly unattractive. Sometimes it is better to cut out the border altogether,

for, as you have probably noticed, the frame is often so striking or elaborate as to detract from the picture, and the border, like the old-time fence between door-yards, is principally to indicate where one man's property leaves off and another's begins. Getting back to the ads again, I am reprinting herewith one for each of the lines represented by those sent, for the really expert criticism of PRINTERS' INK's readers, and for adoption or adaptation by such of them as may wish a brief rest from the sometimes arduous work of preparing their own copy:

WHY MY ADS BRING RESULTS.

I make your ads attractive so that they catch the eye of the busy man and everyone else that reads newspapers. I put just the right amount of copy in the space so as not to spoil the appearance of the ad. They contain no fancy wording, no misrepresentations, nothing witty, nothing but a plain, short, business-like presentation of facts. Advertise the right article at the right time in the paper most adapted to your business. That's why they bring results. Is that the kind of ads you want? Then see me for samples and prices. Office, Room 7, First National Bank Building. Hours 4 p. m. to 9 p. m. 'Phones—770x; C. B. 755.

D. W. GOODWIN,
Advertisement Writer.

REAL "ECONOMY IN FIRE INSURANCE

does not mean insuring in a cheap Mutual Company whose present rate is low. It may increase beyond the rate of many old companies before the policy expires and you must pay the high assessments or drop the insurance. It is best to insure in a reliable old line company having a fixed rate—the same this year, next year and every year, such as the Continental, Queen, Hanover, Scottish, Union, Girard, German of Pittsburg, Des Moines, Farmers' of York, Farmers' of Cedar Rapids, and Iowa Manufacturers. They give the most protection for the least money.

BURTON E. WILSON,
301½ East 4th Street.

TRY STANDISH'S DELICIOUS CHOP SUEY.

Did you ever eat any chop suey? If not, come in and try a dish. You cannot help but like it—it is so de-

licious, savory and appetizing. It's good if it's made right, and we make it in the regular Chinese way. We are introducing it for the first time in Waterloo. Our new restaurant is clean, quiet and homelike with a large, spacious dining room and eight private booths for parties of four. It has been thoroughly remodeled and decorated and furnished with the most modern equipment in the city.

STANDISH'S RESTAURANT,
626 Sycamore.

NEW SUITS FOR OLD ONES.

This is practically what we are going to give in the cleaning works we have just opened. By our special process we can clean your suit so well that it will look like new. It takes out all the spots, no matter what they are without harming the color or fabric of the garment. Bring your suit in and let us clean it, or phone and we will call for it. Also deliver it when done. Prices moderate and work guaranteed.

We also clean ladies' waists, skirts, cloaks, jackets, etc.

METROPOLITAN CLEANING WORKS,

Iowa Phone 508x.
Black Hawk Nat'l Bank Bldg.,
4th and Commercial Streets.

DIRTY SHOES SPOIL YOUR APPEARANCE.

Have you ever seen a man, well-dressed in every other respect, but lacking a shine? Spoiled the effect of it all, didn't it? Don't be mistaken; people see your feet. Make them look neat; get a shine here to-day.

BLACKHAWK BARBER SHOP.

THE BEST WAY TO ADVERTISE.

Newspaper advertising is the prime method of getting your business before the public. All others are supplementary and, of course, each increases the efficiency of the other. Newspaper advertising enables you to obtain more and better results for less money than any other method. It gives you the privilege of changing your copy as frequently as you wish and saying as much as you choose. Last, but not least, it is read by thousands of the better and more intelligent class of people at a time when their mind is not occupied with other things.

IT PAYS TO ADVERTISE IN THE "COURIER."

*Sounds Like Business. From the
Pittsburg (Pa.) Dispatch.*

\$1.50.

This price takes any straw hat in the house Saturday. Makes no difference whether former price was \$3, \$4 or \$5, the famous Bennett straws must go.

J. G. BENNETT & CO.,
New Stores,
Wood St. & Fifth Ave.,
Pittsburg, Pa.

Just a Few Examples of the Price Reductions Would Have Helped This Ad a Lot; That Is, if the Reductions Were Material.

Farewell to the Odd Bits of China.

With big shipments of goods on the way from Europe, for fall trade, we must prepare a way for their display and there's only one way to do it—get rid of the single pieces and odds and ends that take up lots of room.

We've made big reductions on all such things and the next few days ought to bring a change of ownership of every piece that is underpriced.

It will, if you realize that opportunity knocks at your door this week—knocks loud and long.

Come in and secure that particular item you've been promising yourself for so long—and secure it at a bargain.

WEILER BROS.,
Victoria, B. C.

*Good Talking-machine Talk. From
the Hartford (Conn.) Courant.*

Still Talking the Advantages of Our Talking Machine Department.

Every dealer in the United States selling Victor and Edison Machines is bound by contract to sell instruments and records of their makes only at the price which the Edison and Victor Companies advertise.

This policy is rigidly enforced by each company, and every dealer is compelled to abide by the prices established.

We cannot offer you any inducement in the matter of price. However, you will find the following advantages in coming here to buy.

"Separate booth in which to try records."

"Duplicates of all records always in stock."

"Large assortment of machines, horns, etc."

"Courteous clerks to attend to your wants."

"A nice comfortable, cool place to listen to records."

SEDGWICK & CASEY,
139-141 Asylum St.,
Hartford, Conn.

THE WILEY DRUG CO.,
Wholesale and Retail Dealers in Pat-
ent Medicines,
430 S. Broadway,
BALTIMORE, Md.

Editor Ready Made Department:

SIR—I inclose you three (3) pieces of advertising used by us in the past few months; would be pleased to have you criticise same.

The circular to Voter was gotten out just before Election, and gave us quite a run on cigars.

I take great pleasure in reading PRINTERS' INK, and enjoy your Ready Made Department.

Thanking you in advance, I am,

Respectfully yours,

(Signed) JESSOP DUFF.

The "Mr. Voter" circular here reprinted seems to me to be weak in one particular—it does not name the "standard brands" which are sold at cut prices, and at or near election time every voter thinks he must be "shown," without any particular effort on his part. But the chances are that the very timeliness of the circular was sufficient to make it pay, for while such things are not uncommon they are rarely done by more than one concern in a town at a time and, at such a time, the word "voter" in print, on the kind of a "dodger" affected by politicians to boost their candidate or knock his opponent, is pretty sure to get attention and be remembered, for the day at least. The circular on toilet goods is a very good one, particularly where it reads, "We try not to be out of anything. If you know of any good thing we do not carry, please tell us about it." The second page, devoted to a special display on "Sanitol" preparations, arouses the suspicion that the whole thing was furnished by the "Sanitol" people; but that doesn't matter in the least—it's good.

MR. VOTER!

Do you want to save money? Wiley is selling all high grade cigars at cut prices.

5c. Cigars,—3 for 10c.

10c. Cigars,—6c. each.

All Standard Brands of Clear, Hand Made Sumatra Wrapper Cigars, strictly 5c. straight in other stores, 3 for 10c.

Long Havana Filler, Sumatra Wrapper. High Grade 10c. Cigars, 6c. each.

We buy in case lots and are satisfied with a jobber's profit.

All drugs and patent medicines at cut prices.

WILEY'S

Wholesale Cut-Rate Drug Store,
430 S. Broadway.

Good General Talk, but Lacks the Interest so Often Aroused by Comparisons of Old and New Prices. From the Ottawa (Kan.) Evening Herald.

This Rain Means That—

"Nubbin crop's ruined," said a man on the street this morning.

But that isn't all. The short fall stock of clothes is ruined, too. The rain means bigger supplies of fall and winter clothing, just as it means bigger ears of corn—and here's where it places us:

We've got to push the remnants of the summer stock out of the way. It's twice as urgent now as it was last week, that we do this.

Do you want anything light and cool and comfortable to wear through the next two months? You can have it here at a saving that will justify your carrying it over to next season.

Clothing men properly for thirty years—that's one of our records.

Cleaning up each season's stock regardless of price—that's another.

And that's what we are at now.

THE ZELLNER CLOTHING CO.
Ottawa, Kan.

Clinched by the "Money-back" Proposition. From the Philadelphia Bulletin.

Talking Parrots, \$3.50.

"Too cheap to be good," some people say, but such is not the case. They are good—and so confident are we that you will be satisfied with your purchase that we will refund your money any time in three months, if you wish.

Attractive, Serviceable Cages at \$1.50.

Booklet by Mail. Shipped safely by express anywhere.

CUGLEY & MULLEN,
1220 Market St.,
Philadelphia, Pa.
Importers, Breeders and
Dealers in Birds.

SAMUEL BOONE, JR. & Co.
High-Class Advertising,

BALTIMORE.

Editor Ready Made Department:

DEAR SIR—We are sending you, under separate cover, some samples of stuff of which we have been guilty. Taking ordinary stock cuts, and from the depths of a fertile imagination, we have told the story from our viewpoint.

But, to see ourselves as others see us!

Hence, your criticism, please. And don't boil it down.

Faternally,

SAMUEL BOONE, JR. & Co.,
Per S. B., Jr.

Up to this writing, the "samples" have failed to materialize, as is often the case when specimens are sent under separate cover; but the character of the sheet on which the above letter was written, and the handsomely executed three-color blotters enclosed with it, lead me to think that I have missed something good. The blotters alone are worthy of attention here, but the best I can do is to reprint the wording of one of them, for it is difficult to adequately describe the excellent designs and color schemes. There is one thing wrong with the wording of this one, too—where it says, "Think it over." Isn't it better to suggest action—something to do, now. That's where the booklet comes in. It gives the reader something definite to ask for—something to look forward to. And it gives the advertiser a chance to tell his whole story to somebody who has indicated a willingness to hear it. Here's the message from the blotter:

Do you require something besides paper and printers' ink to properly represent your business? A something that favorably impresses the eye and mind of the prospective customer, developing the inquiry and demand for your goods? If so, our expert advertising suggestions and printing service may be an interesting proposition for you, and well worth your investigation. Think it over!

SAMUEL BOONE, JR. & COMPANY
Baltimore, Maryland.
Producers of High-Class Advertising
and Printing.

Something Different In Coal Advertising.
ing. From the Nyack (N. Y.) Star.

You Will Find

"The man who coaled in summer

Though strange the truth may sound

Had little trouble keeping warm

When winter rolled around."

Now is the accepted time for lowest prices for your next Winter Supply.

Prices will advance each month. Let us quote prices for your wants. Also when in need of Lumber and Building Materials, give us a call. We keep a full line for all your requirements.

GREGORY & SHERMAN,

Telephone 91.

Railroad and Cedar Hill
Avenues,
Nyack, N. Y.

All but the Prices. From the Victoria (B. C.) Times.

Headache Habit.

There's habit in human ills. The nerve that throbs once will throb easier again. If headaches are neglected their tendency is to come at more frequent intervals.

Our remedy contains no opiates, can't harm and has given universal satisfaction.

EMPRESS DRUG HALL,

Geo. A. Fraser, Prop.

30-32 Government Street,
Victoria, B. C.

A reader of PRINTERS' INK sends in the ad reprinted below, and comments on it thusly: "Glory be to Chas. Austin Bates—did you ever see the like of this before?" Thought it was a bakery ad—stung!! By an "advertising agency, too. Help—help!!"

Do You Like Johnny-Cakes?

The above has nothing to do with our business, but is about as effective as some head lines penned by business men who are novices at advertising.

Let us Write Your Advertisements, and Place Them for You In Any Newspaper or Magazine in the United States.

NATIONAL ADVERTISING AGENCY
STUDLEY BUILDING.,
Providence, R. I.

WANT AD MEDIUMS

There are about fifty papers in the United States and Canada which advertise regularly in the Want-Ad Department of *Printers' Ink*. The belief is very general, among those who know, that a large volume of Want Business is a popular vote for the newspaper in which it appears. These fifty papers are anxious to proclaim to the out-of-town advertisers that they are leaders in the classified field. They regard *Printers' Ink* as the best medium for the purpose. That their belief is well founded is strikingly illustrated by the fact that most of them have been represented in the Want-Ad Department *ever since it was started*—nearly three years ago.

Mr. Publisher, if you have the Want-Ad business of your town, or a fair share of it, your paper ought to be added to the fifty. If you have *not* the Classified business, don't ask for a position in this Department.

The cost of service is \$20.80 for a two-line announcement for one year. Each additional line costs twenty cents per insertion.

PRINTERS' INK 10 SPRUCE ST.
NEW YORK